UNIVERSITI UTARA MALAYSIA

PEPERIKSAAN AKHIR SEMESTER PERTAMA SESI 2008/2009

FINAL EXAMINATION SEMESTER ONE 2008/2009 SESSION

KOD / NAMA KURSUS : CCG 3113 / KOMUNIKASI ORGANISASI
CODE / COURSE:

TARIKH : 02 NOVEMBER 2008
DATE:

MASA : 2.30 – 5.00 pm (2 ½ JAM / HOURS)
TIME:

TEMPAT : DSB K.T/WD
VENUE:

ARAHAN :

1. Buku soalan ini mengandungi DUA (2) BAHAGIAN, iaitu BAHAGIAN SATU dan BAHAGIAN DUA dalam TIGA (3) halaman bercetak tidak termasuk kulit hadapan.
2. Sila jawab SEMUA soalan

INSTRUCTION :

1. *This book script contains* TWO SECTION, SECTION 1 AND SECTION 2 *in THREE (3) printed pages excluding the cover page.*
2. *Answer ALL the questions.*

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<thead>
<tr>
<th>NO. MATRIK :</th>
<th>(dengan perkataan/in words)</th>
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<th>NO. KAD PENGENALAN :</th>
<th>IDENTITY CARD NO.</th>
<th>PENSYARAH : JAMILAH JAMAL LECTURER</th>
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<td>KUMPULAN GROUP : NOMBOR MEJA TABLE NO.</td>
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JANGAN BUKA KERTAS SOALAN INI SEHINGGA DIBERI ARAHAN
PLEASE DO NOT OPEN THIS QUESTION BOOKLET UNTIL INSTRUCTION IS GIVEN.
BAHAGIAN SATU/SECTION ONE (75 MARKAH/MARKS)

1. Dalam proses penyelesaian masalah organisasi dan membuat keputusan, Weick’s telah mencadangkan model pengelolaan kerja. Bincangkan peringkat-peringkat yang terlibat seperti mana diperhalkan oleh Weicks’.

In solving organizational problem and make decision, Weick’s suggest an organizing model. Discussed the levels involved in the model as describe by Weicks’.

(25 markah/marks)

2. Bincangkan LIMA (5) pembolehubah kritikal yang memberi kesan pada komunikasi kumpulan dalam sesebuah organisasi kerja.

Discussed FIVE (5) critical variables that bring impact to the group communication in work place.

(25 markah/marks)

3. Bincangkan kaedah komunikasi yang membantu membudayakan budaya korporat sesebuah organisasi.

Explain the communication approaches in developing organizational corporate culture.

(25 markah/marks)
BAHAGIAN DUA/SECTION TWO (25 MARKAH/MARKS)

Jawapan anda hendaklah berdasarkan kepada kajian kes yang dilampirkan di halaman 3.

Please answer your questions based on the case study provided on page 3.

1. Pada pendapat anda kenapa berlaku kegagalan komunikasi?

   Why did this communication breakdown occur?  
   
   (5 markah/marks)


   In your opinion, who was responsible for the problem? Explain.  
   
   (10 markah/marks)


   In order to ensure that this does not happen again. What would you recommend be done? Be explicit in your answer and relate with the communication approach.  
   
   (10 markah/marks)
CASE STUDY

NATIONAL BEARING'S

Ahmad, General Manager of sales, received a call last week spelled trouble. National Bearing's biggest customer was on the line telling Ahmad that it needed its order of bearings within 24 hours. The bearings had been ordered a month ago and should have been sent out six days ago. Apparently, there was an unforeseen delay in production.

As soon as Ahmad finished talking to the customer he called Kong Meng, General Manager of Production, and explained the situation to him. Kong Meng said that he would look into the matter immediately and get in touch with him when he had details.

Upon calling Ramachandran, the head of manufacturing, Kong Meng learned that the order was just being completed and would be sent to shipping within an hour. To ensure that there were no foul-ups, Ramachandran called Johnson, the foreman who was in charge of seeing that the order was sent to shipping. Johnson assured Ramachandran that the order was just being finished and that if there were any delays he would call back immediately. Ramachandran emphasized how important the order was and said that it was to be shipped RUSH. Johnson said that he would make sure the order went out right away.

As soon as the order was finished, Johnson took it to Mariam, head of shipping, "This has to be handled RUSH," he told her. Mariam took the package and she would take care of it. However, after he left, Mariam realized that she was confused. What did Johnson mean by RUSH? There was a new order from the General Manager of Finance saying no orders were to be sent air. After pondering the matter for a while, Mariam sent the bearing's out on truck. It arrived two days later. In the interim, Ahmad received a telegram from the company's largest customer saying that the bearings had not arrived within the 24 hours periods, so the company had purchased them else where. The truck shipment was refused when it arrived and was sent back to National Bearings.

When Ahmad learned the order cancellation, he was very angry and he fired off a memo to Kong Meng. He also mentioned the order cancellation to the Managing Director, Rosli. Kong Meng called Ramachandran into his office and bawled him out.

Ramachandran met with Johnson and told both of them, "This mess up was cancelled for!! If you people don't know how to do your jobs, I'll replaced you with someone who does!!". As they left the office, Johnson told Mariam that she should have sent the order out by air because it was a special, RUSH order and that in these cases it was not necessary to comply with the finance General Manager's directive. Mariam was so upset over the incident that she quit her job the next week.