



UNIVERSITY
OF
JOHANNESBURG

PROGRAM : PUBLIC RELATIONS AND COMMUNICATION
DIPLOMA

SUBJECT : COMMUNICATION MANAGEMENT 1A

CODE : COM1AA1/CPR1AA1/ICP1A11

DATE : WINTER EXAMINATION 2015

DURATION : 2 HOURS

WEIGHT : 50: 50

FULL MARKS : 80

TOTAL MARKS : 100

EXAMINER : R.V.S. MABADA

MODERATOR : P.S. MALINGA

NUMBER OF PAGES : 4 PAGES

INSTRUCTIONS : READ QUESTIONS CAREFULLY. ANSWER WHAT IS
ASKED. DON'T PROVIDE UNNECESSARY
INFORMATION. YOU MUST WRITE IN FORMAL
ENGLISH.

REQUIREMENTS : UJ ANSWER BOOK

COMMUNICATION MANAGEMENT 1A (COM1AA1) WINTER EXAMINATION
INSTRUCTIONS:

1. SECTION A: ANSWER **ALL** QUESTIONS
 2. SECTION B: ANSWER **ANY TWO (2)** QUESTIONS
 3. CAREFULLY FOLLOW QUESTION INSTRUCTIONS
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SECTION A: ANSWER **ALL** QUESTIONS

Carefully read the organisation profile below and then answer the questions that follow.

Company Profile: Mzamo events & hire

Mzamo Events & Hire is a 100% black owned company based in Northriding, Johannesburg. Mzamo Events & Hire was established in 2008 with the sole focus on equipment hiring for events such as Weddings, Birthdays, Corporate functions, and just about any type of event that brings people together.

Over the years Mzamo Events & Hire has grown into a formidable and admired company with specialty in unique services such as **Traditional Wedding** Setup and Decor. Traditional weddings have become a modern concept among the current generation and Mzamo Events & Hire has the capability to transform your **traditional wedding** into an intimate, classy and memorable event..

Our **traditional wedding** setup and decor is inspired by the couple's unique tastes, the two families' cultures and backgrounds as well as our creative ability. We have the capacity to organize **traditional wedding decor** for any culture, eg Xhosa, Zulu, Sotho, Swazi etc.

At Mzamo Events & Hire we pride ourselves with good, quality customer service, outstanding professionalism and attention to detail. We specialize in corporate and government events such as Product launches, family days as well as End year functions.

Mzamo Events & Hire is the service provider of choice for private events. We offer services like **Wedding** venue decor, draping, catering and Videography. Our **wedding** videography captures those special and unforgettable moments like the exchange of vows, throwing of the bouquet and first dance. We pride ourselves with excellence when it comes to **wedding** photography. We involve the customer throughout the process of our **wedding** videography. We keep the customer informed with constant feedback, from capturing to production. Mzamo Events & Hire is the only **wedding** videography company in which the customer is given the opportunity to preview the dvd before we burn it to disc.

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The success of Mzamo Events & Hire is derived from the respect we have for our customers, our creative mind and our ability to deliver. Please visit our Client Reviews section to read what our customers have had to say about us.

http://www.zapmeta.co.za/ws?q=events%20companies%20profile&asid=zm_za (accessed 13 April 2015)

QUESTION 1

After carefully reading the scenario, answer the following questions. Note: all examples must come from the case study.

1.1. Identify and explain the disadvantages of registering Mzamo Events & Hire under sole proprietor? Motivate your answer. (5)

1.2. Explain the market environment of Mzamo Events & Hire's business organisation focusing only on the competitors. (5)

1.3. Identify and explain one type of organisation that you would prefer to register as per the South African Companies Act (2008). Motivate your answer. (10)

1.4. Identify and explain TWO (2) types of economic systems that you would prefer to start an organisation similar to Mzamo Events & Hire. (10)

[30]

SECTION A TOTAL: [30]

SECTION B: ANSWER **ANY TWO (2)** QUESTIONS OF YOUR CHOICE

QUESTION 2

Identify and discuss any FIVE (5) sub-environments of the macro-environment. Use real and practical examples based on Mzamo Events & Hire (case study in section A) to illustrate your points. [25]

QUESTION 3

Discuss the micro environment by identifying and explaining the eight organisational functions. You must provide appropriate examples based on the University of Johannesburg as an example of an organisation. [25]

QUESTION 4

You have started an events and catering company. Identify and explain step by step why it is important to use the five HR provision steps to employ the right number & type of employees. [25]

SECTION B TOTAL: [50]

GRAND TOTAL 80