



## SSA EXAMINATION 2018

**COURSE:** Organisational Communication **TIME:** 3 hours

**DEPARTMENT AND SCHOOL:** Department of Communication Studies  
School of Communication

**SUBJECT CODE:** CMS 3AA3/3A11 **MARKS:** 200

**EXAMINERS:**

1. Mr. C. Chambwera
2. Ms. A.M. Hoffman
3. Dr. N. van der Merwe

**EXTERNAL EXAMINER:** Mr. S. Mnisi (IIE)

THIS PAPER CONSISTS OF **TWO (2) PAGES**

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**THIS PAPER HAS TWO (2) COMPULSORY SECTIONS.**

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### SECTION A

THIS SECTION HAS TWO (2) QUESTIONS. ANSWER ONE (1) QUESTION ONLY.

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### QUESTION 1

'The hierarchichal layers of organisations lead to effective organisational functioning.'

Critically discuss Weber's theory of the ideal bureaucracy in relation to the above statement. In your answer reflect on the implications of this theory for the study of organisations and communication.

(100)

OR

## QUESTION 2

'Women are often marginalised in organisations as a result of persistent patriarchal organisational structures.'

Critically discuss Feminist theory in relation to the above statement. In your answer reflect on the implications of this theory for the study of organisations and communication.

(100)

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## SECTION B

THIS SECTION HAS TWO (2) QUESTIONS. ANSWER ONE (1) QUESTION ONLY.

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## QUESTION 3

- a. Critically discuss the leadership practice of any prominent political, business or religious leader of your choice. Illustrate with examples.

(80)

- b. What are the ethical implications of his or her leadership practice?

(20)

(100)

OR

## QUESTION 4

- a. Critically discuss the use of Social Technologies in any prominent political, business or religious organisation of your choice. Illustrate with examples.

(80)

- b. What are the ethical implications of the use of Social Technologies within your selected example?

(20)

(100)

TOTAL: [200]