



**PROGRAM** : EXTENDED DIPLOMA  
PUBLIC RELATIONS AND COMMUNICATION  
MANAGEMENT

**SUBJECT** : COMMUNICATION MANAGEMENT  
EXTENDED 2

**CODE** : COMEXY2

**DATE** : SUPPLEMENTARY EXAMINATION  
10 JANUARY 2019

**DURATION** : 2 HOURS

**WEIGHT** : 50 : 50

**TOTAL MARKS** : 100

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**EXAMINER** : MS N MAYET

**MODERATOR** : MR RSV MABADA

**NUMBER OF PAGES:** 5 PAGES

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**INSTRUCTIONS TO CANDIDATES:**

ANSWERS THAT ARE NOT NUMBERED WILL NOT BE MARKED.

PLEASE ANSWER ALL THE QUESTIONS.

PLEASE READ ALL QUESTIONS CAREFULLY.

YOUR LANGUAGE USE AND NEAT HANDWRITING IS IMPORTANT.

**SECTION A:** ANSWER THE MATCHING COLUMN QUESTION.

**SECTION B:** ANSWER ALL THE QUESTIONS.

**SECTION C:** ANSWER ONE OF THE QUESTIONS.

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## **SECTION A**

**QUESTION 1: Match the question in column A with the answer in column B.**

<b>Column A</b>	<b>Column B</b>
1. _____ is an influence of culture.	a. Denial
2. A _____ to communication is difficult or even impossible to overcome.	b. Ethnocentrism
3. A stage of interpersonal communication which involves intrapersonal communication.	c. Intensifying
4. _____ is a way of life developed and shared by a group of people.	d. Socio-economic division
5. The tendency to judge the values, customs, behaviours of other cultures.	e. Surrender
6. Central to the withdrawal stage of conflict management.	f. Perceived perceptions
7. When you decide to either stay in a friendship or abandon it, you are currently in the _____ stage of relationship development.	g. Culture
8. When you give in to a conflict, you _____ to the other party.	h. Barrier
9. If you are a son of a king, you will be respected in a culture which values _____.	i. Individualism-collectivism
10. The stage of relationship development where you engage in a conversation with interested parties.	j. Power distance
11. "The smallest unit of human communication through a transactional process where two people share the roles of sender and receiver."	k. Relationship message
12. _____ refer to the obvious level	l. Interpersonal

meaning of a message.	communication
13. Some cultures value individuals while others value groups.	m. Initiation
14. When you generalise based on the limited experience that you have.	n. Stereotyping
15. _____ refers to how a message is said.	o. Content message

SUBTOTAL: 15 MARKS

**SECTION B: Answer all of the following questions**

**QUESTION 2**

- a. List and define **TWO (2)** potential barriers to intercultural communication. (4)
- b. In your own words differentiate between small group communication and interpersonal communication. Make use of examples to support your answer. (5)
- c. List and define **THREE (3)** functions of interpersonal communication in the workplace. Include relevant examples to support your answer. (6)
- d. Discuss what is meant by *social penetration theory*. (5)
- e. Any public relations practitioner should familiarise themselves with intrapersonal communication and the importance thereof. With this in mind apply the Johari Window to yourself. (5)
- f. Describe and define the **FIVE (5)** types of interpersonal relationships encountered in an organization. (10)

(35 MARKS)

**AND**

**QUESTION 3: Read the case study and answer the questions that follow**

**INTERPERSONAL STRUGGLES**

I always go to a small Spaza shop in Melville for buying my weekly groceries. The woman at the counter is very helpful in finding stuff at the crowded shelves, but I never actually noticed her name or spoke to her with eye contact.

One day I forgot the yogurt and milk carton at the counter and realized only after coming home. I called the grocery store and the owner asked me the name of the person at the check out counter. I forgot but described the lady by saying I have seen her at the store for past 3 years. The owner asked me to come back with the receipt and get my stuff. When I went next day to pickup my stuff, the counter woman walked to me and introduced herself with her name and told me that she actually tried calling me after I left the store, but I did not hear her. Now whenever I walk into the store, I greet her and talk to her. In fact she gives me tips on deal of the day and helps me find rare Indian groceries in the store.

Adapted from: <http://comm10fallblogs.blogspot.co.za/2012/08/i-it-to-i-you-communication.html>

- a. According to Buber's theory, what kind of relationship is the man experiencing with the woman at the spaza shop counter in the beginning of the story? (2)
- b. Motivate your above answer. (5)
- c. According Buber's theory, what kind of relationship is the man experiencing with the woman at the spaza shop counter at the end of the story? (2)
- d. Motivate your above answer. (6)

(15 MARKS)

SUBTOTAL: 55 MARKS

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**SECTION C: Answer ONE of the essay questions**

**QUESTION 4**

“A collection of individuals [at least three and not more than 15], who influence each other, have membership in the group for some purpose, assume specialised roles, are dependent on each other and communicate with each other face-to-face” (Tubbs, Moss and Papastefanou, 2012:228).

In an essay format, discuss small groups within the University of Johannesburg. Make sure to make reference to size, climate, commitment, norms and roles in your discussion. You also need to make reference to leadership within the University.

(35 MARKS)

SUBTOTAL: 35 MARKS

**GRAND TOTAL: 100 MARKS**

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