



<u>FACULTY</u>	: Humanities
<u>DEPARTMENT</u>	: Strategic Communication
<u>CAMPUS</u>	: Bunting
<u>MODULE</u>	: MED3AA3 Supplementary Exam
<u>SEMESTER</u>	: First/Second
<u>EXAM</u>	: July 2019

<u>DATE</u>	: 1 June 2019	<u>SESSION</u>	: 08:30-11:30
<u>ASSESSOR(S)</u>	: DR N LEVY		
<u>MODERATOR</u>	: MR L BEDER		
<u>DURATION</u>	: 3 HOURS	<u>MARKS</u>	: 100

NUMBER OF PAGES: 3 PAGES

INSTRUCTIONS:

1. Answer ONE question from Section A and BOTH questions from Section B.
2. Number your answers clearly
3. Answer section A and section B in one book

SECTION A

UBER CASE STUDY

UBER has become a convenient way to travel for many South Africans. It is cost effective, fast and efficient. The speed of technological innovation and digital technology has increased. Businesses with the right innovations at the right time are becoming millionaires and billionaires overnight. Human beings have created digital technology. Some people fear it because it is not to their advantages as they lose jobs, and others see their businesses suffer. On the other side, others, especially businesses that adapt to technology, are embracing it. Technology has already improved the profit of other businesses, and it has affected some workers across the world. Through the lens of radical innovation, technological innovation has been able to do in the world of transportation with a special focus on Uber-hailing business in the City of Cape Town.

Uberhailing transport is a type of employment for Uber drivers. Uber transport is convenient and not time consuming. It has created a fair amount of jobs. The workers of Uber are mostly foreign national and immigrants. There is a link between Uber business and migrant labour. They work as car drivers transporting clients from one place to the next around the city of Cape Town. However, often the messages that UBER drivers try to convey is confusing and does not adequately reach the target market as it should result in taxi wars and sometimes violence.

It is therefore debatable whether UBER needs to restructure its communication messages to its target audiences through traditional strategic communication platforms and drive its message home to its customers through a unique single-minded media strategy.

Makelane, H. & Mathekga, J. (2017) Radical innovation, Uber-hailing transport and its impact: a case study of Uber business in Cape Town, South Africa. *International Journal of Advanced Research (IJAR)*. 5(10):1559-1566.
URI: <http://hdl.handle.net/20.500.11910/11427>

SECTION A

ANSWER ONE QUESTION ONLY

QUESTION 1

Using examples from the **UBER** case study discuss the effects of disintermediation on media and explain why companies today should be concerned with the challenges of message distortion.

(50 MARKS)

OR

QUESTION 2

Currently many industries are experiencing the effects of disintermediation, the communication industry is no exception. Using examples from the **UBER** case study above, critically discuss how disintermediation is changing communication between **UBER** and its relevant stakeholders. Your discussion should include some of the following factors:

- a) the drivers of disintermediation relevant to **UBER**,
- b) the consequences of disintermediation on **UBER**,
- c) the implications of disintermediation for **UBER**.

(50 MARKS)

SECTION B IS COMPULSORY
(ANSWER BOTH QUESTIONS)

QUESTION 3

Critically discuss why ethical behavior is important and why PRPs should be more concerned about copyright infringement. Support your answers with practical examples from the case study.

(25 MARKS)

AND

QUESTION 4

Discuss how **UBER** can design a media strategy to promote its message to ensure more people save money. In your answer, discuss how the media strategy you have created can prevent cyberbullying for both existing and prospective customers from other taxi owners.

(25 MARKS)

MARKS: (50 MARKS)

TOTAL 100 MARKS