



FACULTY/COLLEGE	College of Business and Economics
SCHOOL	Johannesburg Business School
DEPARTMENT	Business Management
CAMPUS(ES)	APB
MODULE NAME	PROJECT COMMUNICATION MANAGEMENT
MODULE CODE	AC1PCOM
SEMESTER	Second
ASSESSMENT OPPORTUNITY, MONTH AND YEAR	Final Summative Assessment Opportunity November 2019

ASSESSMENT DATE	20 November 2019	SESSION	08:30 – 11:30
ASSESSOR(S)	Mr Nazeer Joseph		
MODERATOR(S)	Mr Stanely Fore		
DURATION	2 hours (120 min)	TOTAL MARKS	100

NUMBER OF PAGES OF QUESTION PAPER (Including cover page)	2
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INFORMATION & INSTRUCTIONS:

- This is a closed-book assessment.
- Question papers must be handed in together with your answer books.
- Read the questions carefully and answer only what is asked.
- Answer all the questions.
- Number your answers clearly.
- Write neatly and legibly on both sides of the paper in the answer book, starting on the first page.
- Structure your answers by using appropriate headings and subheadings.
- The general University of Johannesburg policies, procedures and rules pertaining to written assessments apply to this assessment.

QUESTION 1**[4 MARKS]**

Why is communication important for project managers?

QUESTION 2**[5+5 = 10 MARKS]**

Draw and explain the basic communication model.

QUESTION 3**[8 MARKS]**

Project communication relies on the work breakdown structure (WBS) of the project. Provide the **EIGHT** useful actions required to prepare a WBS.

QUESTION 4**[8*2 = 16 MARKS]**

Name and explain the **EIGHT** factors affecting written communication.

QUESTION 5**[7+8 = 15 MARKS]**

Draw the communication channels and links in a diagram and explain the **FOUR** communication dimensions.

QUESTION 6**[17 MARKS]**

Project communication planning includes three main areas **INPUTS, TOOLS & TECHNIQUES** and **OUTPUTS**.

- a) Draw the project communication plan using the three areas above. (5)
- b) Explain **TWO** inputs. (4)
- c) Explain **TWO** tools and techniques. (4)
- d) Explain **TWO** outputs. (4)

QUESTION 8**[5*6 = 30 MARKS]**

Use the **TABLE** below to create a communication plan for **FIVE** project stakeholders involved. You must include the following:

- a) The name of the stakeholder. (1)
- b) The level of importance of the stakeholder. (1)
- c) Communication frequency, e.g. how often must you communicate with the stakeholder. (1)
- d) Select and name the best communication platform to use. (1)
- e) Name an advantage and disadvantage for each communication platform. (2)

Stakeholder	Level of Importance	Communication Frequency	Best Communication Platform	Advantage of Communication Platform	Disadvantage of Communication Platform