



<u>FACULTY</u>	: Humanities
<u>DEPARTMENT</u>	: Strategic Communication
<u>CAMPUS</u>	: APB
<u>MODULE</u>	: COMEXY2 Communication Management
<u>SEMESTER</u>	: Second
<u>EXAM</u>	: 25 November 2019

<u>DATE</u>	: 25 Nov 2019	<u>SESSION</u>	: 8:30–10:30
<u>ASSESSOR(S)</u>	: DR K MADLELA		
<u>MODERATOR</u>	: MRS C MUIR		
<u>DURATION</u>	: 2 HOURS	<u>MARKS</u>	: 100

NUMBER OF PAGES: 4 PAGES

INSTRUCTIONS:

1. This paper is divided into Section A and Section B. Answer ALL THE QUESTIONS in Section A and any TWO (2) questions in Section B.
2. Number your answers clearly. Answers that are not numbered will not be marked.
3. Take note of mark allocation and use it as a guide for the length of your answer.
4. Use proper essay format (no bullet points) and academic language (no shortened forms).

SECTION A: COMPULSORY

QUESTION 1

1.1 Define interpersonal communication and differentiate it from small group and intercultural communication. (10)

1.2 List and discuss THREE (3) functions of interpersonal communication. Include relevant examples to support your answer. (15)

1.3 Describe and define the THREE (3) types of interpersonal relationships encountered in an organisation. (15)

[40]

SECTION A: TOTAL 40

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

QUESTION 2

Five business executives travel abroad to a formal business meeting with someone they have never met before. At the airport's arrivals area a warmly smiling woman wearing jeans and sandals is holding a placard with the executives' name on it. The executives react and read the situation differently:

2.1 "She must be a secretary."

2.2 "She is probably the person with whom I will have a meeting with."

2.3 "It is wonderful to be welcomed so warmly."

2.4 “How dare she meets me in such casual attire.”

2.5 “There must be an error because I was expecting a formal-looking gentleman.”

Drawing on FIVE (5) major dimensions of intercultural communication proposed by Hofstede (1967), identify the correct dimension in each executive’s reaction, stating the culture or kind of society you think they come from?

[30]

AND/OR

QUESTION 3

Read the case study and answer the questions below.

Pretoria CBD on edge as public transport suspended

PRETORIA - Public transport is suspended in the Pretoria CBD as taxi drivers demand answers after one of their own was killed, allegedly by foreign nationals on Wednesday.

Taxi operators allege there's corruption involving police which led to the mysterious murder.

Some drivers claim police corruption prevented them from making official complaints about crime in the city despite claiming they have evidence drug dealing and other crimes are taking place at foreign-owned stores.

Tshwane road and transport MMC Sheila Senkubuge said the situation in the inner city is still volatile and police are on the ground to monitor the situation.

Earlier, police fired rubber bullets and teargas to disperse protesters on Lilian Ngoyi Street.

Protesters are believed to have set fire to a building which is owned by a foreign national.

They claim drugs are being sold from that building.

Source: eNCA (<https://www.enca.com/news/pretoria-still-edge-after-taxi-violence>)

You are a communications manager in the office of Tshwane road and transport MMC Sheila Senkubuge. Following the death of a taxi driver and the violent protests that followed in the Pretoria CBD, you are asked to give a speech/presentation to the taxi drivers about the dangers of vigilantism. Discuss how you will prepare in terms of the:

3.1 Speaker's credibility (15)

3.2 Modes of delivery (15)

[30]

AND/OR

QUESTION 4

Discuss the importance of the listed properties/characteristics of small groups in the failure or success of small group activities. Use appropriate examples to substantiate your arguments where necessary.

4.1 Size (10)

4.2 Commitment (10)

4.3 Roles (10)

[30]

SECTION B: TOTAL 60

GRAND TOTAL: 100