



<u>FACULTY</u>	: Humanities
<u>DEPARTMENT</u>	: Strategic Communication
<u>CAMPUS</u>	: APB
<u>MODULE</u>	: COM1BB1 Communication Management 1B
<u>SEMESTER</u>	: Second
<u>EXAM</u>	: 21 November 2019

<u>DATE</u>	: 21 Nov 2019	<u>SESSION</u>	: 16:30-18:30
<u>ASSESSOR(S)</u>	: DR E LUBINGA		
<u>MODERATOR</u>	: MS K SITTO		
<u>DURATION</u>	: 2 HOURS	<u>MARKS</u>	: 100

NUMBER OF PAGES: 3 PAGES

INSTRUCTIONS:

1. Section A is compulsory, answer **ONLY** two questions from Section B.
 2. Number your answers clearly
 3. Bulleted answers will not be marked.
 4. In your answer, do not repeat any of the statements which form part of the questions.
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SECTION A - COMPULSORY

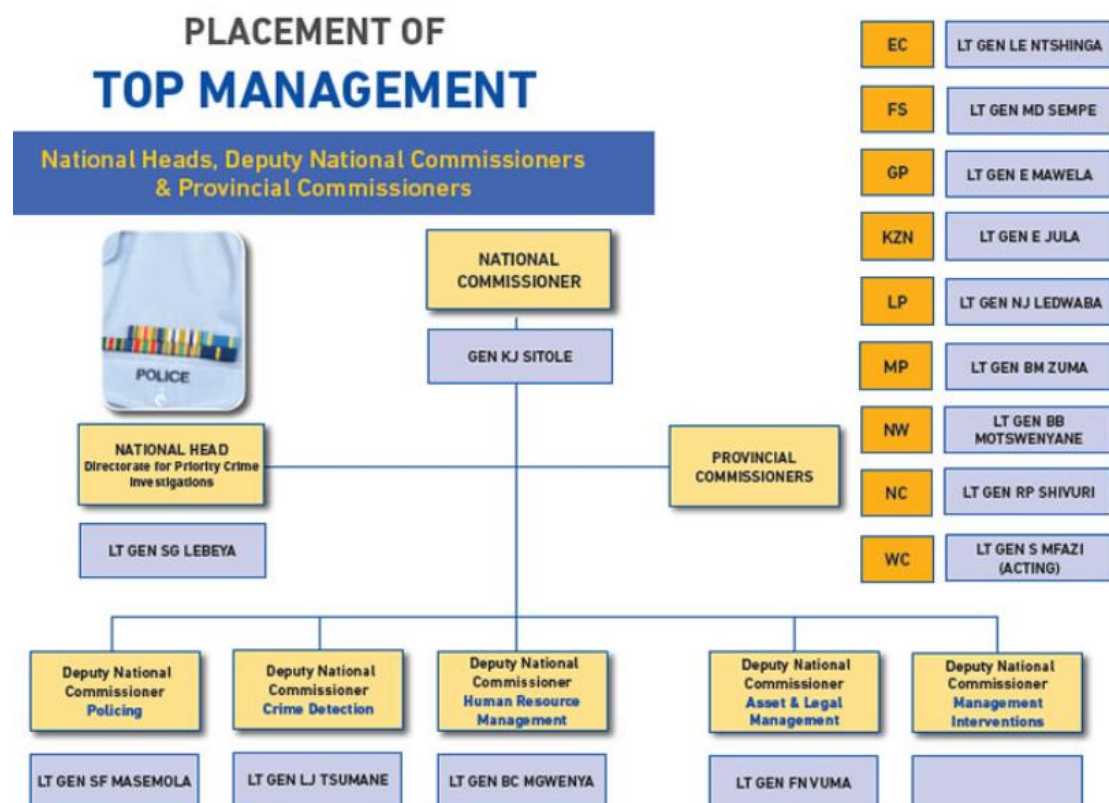
QUESTION 1

[30 marks]

The way in which we express ourselves can affect interpersonal relationships. This is especially true in organisational settings.

1.1 Identify, explain and provide examples for 3 possible styles of communication. (15 marks)

For Question 1.2, refer to the organogram below, which is generally representative of interpersonal communication in organisations:



1.2. Identify FIVE (5) interpersonal relationships from the organogram above (be specific in your answer) and explain the direction in which communication flows between the two offices that you have identified.

(15 marks)

QUESTION 2

[30 marks]

Conflict is common in small group settings such as teams and other organizational interactions

2.1. Discuss what small group communication is (6 marks)

2.2 Explain whether conflict is good or bad for teams. In your answer, mention THREE (3) advantages and THREE (3) disadvantages of small group communication as described by the prescribed book. (24 marks)

SECTION A – 60 MARKS

SECTION B – ANSWER ONLY TWO, FROM QUESTIONS 3, 4 and 5

QUESTION 3

[20 marks]

Growth in social media use has changed the way that organisations manage communication.

Name and explain FIVE (5) types of social media applications and how they can be used for communication in an organisation.

OR

QUESTION 4

[20 marks]

The cultural theoretical approach to organisational communication provides understanding about how communication in organisations works.

Discuss how corporate identity and corporate image contribute to organisational culture.

OR

QUESTION 5

[20 marks]

5.1 Define and explain the term “self-concept” (your discussion should not mix this term with the concept of “self”).

[5 marks]

5.2 Identify and describe a problem that a friend of yours has with their self-concept. Explain whether and how this problem with your friend’s self-concept was influenced by you or a family member of theirs. Suggest specific steps (as suggested by the prescribed book) that your friend should take to improve their self-concept.

[15 marks]

SECTION B – 40 MARKS

TOTAL MARKS = 100