



<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>	: SSA 8 January 2020

<u>DATE</u>	: 8 January 2020	<u>SESSION</u>	: 08:00-10:00
<u>ASSESSOR</u>	: DR E LUBINGA		
<u>MODERATOR</u>	: MS K SITTO		
<u>DURATION</u>	: 2 HOURS	<u>MARKS</u>	: 100

NUMBER OF PAGES: 2 PAGES

INSTRUCTIONS:

1. Answer ALL THE QUESTIONS.
 2. Number your answers clearly
 3. Bulleted answers will not be marked.
-

SECTION A**QUESTION 1****[25 marks]**

Discuss how digital technologies have changed personal identity. Your answer should include a discussion of online and offline identity, and how online interactions can affect individuals' membership in organisations, with relevant examples.

QUESTION 2**[25 marks]**

Identify and describe THREE (3) different roles that are commonly found in small group communication. Explain how each role positively or negatively contributes to the group's achievement of its goals. Use examples from your small group assignment.

QUESTION 3**[25 marks]**

Discuss the various functions of organisational communication. Provide relevant examples for your answer.

QUESTION 4**[25 marks]**

4.1 Define self-disclosure.

4.2. Explain how self-disclosure if not managed in an organisational setting, for interpersonal interactions, may have negative results for an individual.

TOTAL MARKS = 100