



## SSA EXAMINATION 2020

<b>COURSE:</b>	Organisational Communication	<b>TIME:</b> 48 hours
<b>DEPARTMENT AND SCHOOL:</b>	Department of Communication Studies School of Communication	
<b>SUBJECT CODE:</b>	CMS 3AA3/3A11	<b>MARKS:</b> 100
<b>EXAMINERS:</b>	1. Mr. N. Govender 2. Ms. A.M. Hoffman	
<b>EXTERNAL EXAMINER:</b>	Dr. S. Mnisi (IIE)	

THIS PAPER CONSISTS OF **TWO (2) PAGES**

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- i. **THIS PAPER HAS TWO (2) QUESTIONS. ANSWER ONE (1) QUESTION ONLY.**
  - ii. **THE ESSAY MUST BE BETWEEN TWO (2) TO THREE (3) TYPED PAGES (This equates to approximately four (4) to five (5) hand written pages.)**
  - iii. **TYPE IN ARIAL OR TIMES NEW ROMAN, FONT SIZE 12, SETTING 1 LINE SPACING.**
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### QUESTION 1

- a. Critically discuss the leadership practice of the USA President Donald Trump in dealing with the Covid-19 pandemic. Motivate your answer and illustrate with examples. Make use of links provided on Blackboard for the case study.

(80)

- b. What are the ethical implications of his leadership practice in dealing with the Covid-19 pandemic?

(20)

**[100]**

**OR**

**QUESTION 2**

- a. Critically discuss the use of big data in decision-making processes at Eskom. Motivate your answer and illustrate with examples. Make use of links provided on Blackboard for the case study.

(80)

- b. What are the ethical implications of the use of big data for decision making at Eskom?

(20)

**[100]**

**TOTAL: [100]**

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