



UNIVERSITY
OF
JOHANNESBURG

<u>FACULTY</u>	: HUMANITIES
<u>DEPARTMENT</u>	: STRATEGIC COMMUNICATION
<u>CAMPUS</u>	: APB
<u>MODULE</u>	: COM1AA1
<u>SEMESTER</u>	: FIRST
<u>EXAM</u>	: 18 JUNE 2020

<u>DATE</u>	: 18 JUNE 2020	<u>SESSION</u>	: ONLINE
<u>ASSESSOR(S)</u>	: SVR MABADA		
<u>MODERATOR</u>	: CM AZIONYA		
<u>DURATION</u>	: 48 HOURS	<u>MARKS</u>	: 100

NUMBER OF PAGES: 4 PAGES

INSTRUCTIONS:

1. You have 48 hours to submit the completed exam on ulink.
2. No cut and paste provide full answers and not bullet points.
3. Use your own words, do not copy word-for-word from lecture notes.
4. Ensure you press the save and submit button when you finish the exam

SECTION A: COMPULSORY

Carefully read the news article below and then answer all the questions that follow.

COVID-19: Durban butchery owner arrested for allegedly inflating prices

DURBAN - The owner of a Durban butchery has been arrested after he was allegedly found to be using the [coronavirus \(COVID-19\)](#) outbreak to sell much-needed food and products at inflated prices.

KwaZulu-Natal MEC for Economic Development, Tourism and Environmental Affairs Nomusa Dube-Ncube said the suspect had admitted to inflating prices. Dube-Ncube said if the owner was found guilty he would be liable to pay up to a R1 million fine or up to 10% of his business's annual turnover.

In addition, there was also a possibility of imprisonment of up to one year. The Phoenix-based butchery owner was arrested on Wednesday. Since then, officials have looked into allegations of price-hiking by other major outlets.

Dube-Ncube said the National Consumer Commission and the Competition Commission were investigating allegations of excessive price hikes in the country since the outbreak of Coronavirus (COVID-19).

Acting Consumer Commissioner for The National Consumer Commission (NCC), Thezi Mabuza said that the NCC, through its call centre, has received a number of complaints from consumers on excessive price hikes on items.

Mabuza said the Commission has a critical role to play during this time of need. "I like to remind suppliers of goods and services to be mindful of the provisions of Section 3 of the Consumer Protection Act of 2008. The Act sets out its purpose which is, amongst others, to reduce and ameliorate any disadvantages experienced in accessing any supply of goods or services by consumers," Mabuza said.

SOURCE: <https://ewn.co.za/2020/03/27/covid-19-durban-butchery-owner-arrested-for-allegedly-inflating-prices>

<https://www.sanews.gov.za/south-africa/thirty-companies-investigated-excessive-price-hikes>

QUESTION 1

After carefully reading the article, answer the following questions. Based on the news article in the case study, indicate which answer is the correct one for each question.

- 1.1 The following organisational function or department can assist the butchery to regain customer support. A. Marketing, B. Finance, C. Administration, D. Public relations. (2)

- 1.2 This function will help keep the positive image among the butchery's customers. A. Public relations, B. General Management, C. Human resources, D. Finance. (2)
- 1.3 Which of the following organisational functions will find a replacement if the butchery owner is arrested. A. Public relations, B. General management, C. Human resources, D. Logistics (2)
- 1.4 Which of the following organisational functions or departments is not directly linked to the challenges facing the Durban butchery. A. Public relations, B. General management, C. Finance, D. Logistics (2)
- 1.5 Which of the following organisational functions is responsible to settle the fine that the butchery is liable if found guilty. A. Public relations, B. General management, C. Human resources, D. Finance. (2)
- 1.6 Which form of business type entity is most suitable to register this organization. A. Sole Proprietor, B. Private Company (PTY) Ltd, C. Personal Liability Company – Inc, D. Public Companies (Ltd.) (2)
- 1.7 Which macro-sub environment is mainly responsible for the challenges of this organisation. A. Legal, B. technological, C. social, D. Economic. (2)
- 1.8 Which of the following market environment factor is responsible for the organizational challenges. A. Suppliers, B. Intermediaries, C. Customers, D. Competitors (2)
- 1.9 The -----environment of the butchery examines the demographics or characteristics of the society in which the business is located. A. Natural, B. Technological, C. Social, D. Political. (2)
- 1.10 This butchery can better succeed in the economic system where the government provides infrastructure and social welfare to the entire society. A. Traditional, B. Free market, C. Communist, D. Socialist. (2)
- 1.11 True or false. There is a separation between personal assets and the butchery liabilities in a Sole proprietor. (2)
- 1.12 True or false. One director can start and manage a Public company. False. (2)
- 1.13 True or false. Private company Issue shares, and are often listed on a stock exchange. (2)
- 1.14. True or false. In the Free market economic system, almost everything is mainly controlled and regulated by the market. (2)
- 1.15. True or false. The Socialist economic system allows people like the butchery owner to provide products & services from the less important sectors. (2)

- 1.16. True or false. In the intrapersonal communication context, the butchery owner is both the sender and recipient of the message. True. (2)
- 1.17. True or false. Interpersonal communication can form and maintain meaningful relationships. (2)
- 1.18. True or false. In Small group communication, the butchery owner addresses an audience. (2)
- 1.19. True or false. In Public communication, the butchery owner must be able to interact with all the other members. (2).
- 1.20. True or false. A tattoo can cause noise in the process of communication. (2)
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SECTION A TOTAL: [40]

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

QUESTION 2:

Explain the impact of any **FIVE (5)** sub-environments to the Durban butchery's macro-environment.

- a. Your answer must include a brief explanation of each sub-environment. (15)
- b. For each sub-environment, use real practical examples based on the case study to explain your points. (15)
- [30]**

OR

QUESTION 3

Identify and discuss any FIVE (5) organisational behavioural challenges and opportunities that COVID-19 can cause to the operation of the Durban butchery.

- a. Your answer must include a brief explanation of each organisational challenge for the Durban butchery. (15)
- b. Explain how each organisational challenge for the Durban butchery can become an opportunity. Use real practical examples based on the case study to illustrate your point. (15)
- [30]**
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OR

QUESTION 4

Suppose the Durban butchery closed down because of the R1 million fine, and now the owner wants to start a new business. Discuss how he can start a new organisation using the FIVE (5) steps for Human Resource (HR) Provision, to ensure the right number and type of employees are secured.

- a. Your answer must include a brief explanation of each step (15)
- b. For each step, use real practical examples based on the case study to explain your points. (15)

[30]

SECTION B TOTAL: [60]

GRAND TOTAL 100

