



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>	: ONLINE

<u>DATE</u>	: 15 JUNE 2020	<u>SESSION</u>	: ONLINE
<u>ASSESSOR(S)</u>	: SVR MABADA		
<u>MODERATOR</u>	: C.M 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 the questions that follow.

Tsogo Sun, Sun International close Hotels

By Edward West, March, 25, 2020

CAPE TOWN - Listed hotel groups Tsogo Sun Hotels and Sun International started closing their hotels and casinos yesterday ahead of the lockdown. Sun International yesterday said it would start closing its hotels and casinos at various times until the end of the lockdown period. It said a handful of essential personnel would remain on the premises to ensure general maintenance and security. The group said it had consulted with unions, employees, suppliers, service providers and concessionaires, and action was being taken to reduce costs during the lockdown. "The full financial impact of the coronavirus on the company will only be able to be determined once the lockdown has been lifted and its ramifications properly assessed," the group said in a statement. However, sources close to the group indicated that the close down was not directly linked to the Corona Virus, but that the hotel has been on a financial nose dive even before the pandemic hit. The Group is said to have started closing some of its operations mid last year. The sources, who refused to be names, also mentioned that Sun Hotels had suffered R59 million by January and 18.7% JSE shares loss. Asked for comment, Tsogo Sun Chief Operations Director refused to give light to the claims warning the writer not to listen to grapevine. He said that all that the public needed to know had already been communicated via the proper channel. For further information, the Chief Operations Director asked the writer to send questions through their spokesperson.

SOURCE:<https://www.iol.co.za/business-report/companies/tsogo-sun-sun-international-close-hotels-45491979>

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 Which of the following organisational functions or departments is not directly linked to the challenges facing Tsogo Sun. A. Public relations, B. General management, C.

Finance, D. Logistics

(2)

- 1.2 The following organizational function or department can assist Tsogo Sun to win public support. A. Marketing, B. Finance, C. Administration, D. Public relations. (2)
- 1.3 Which of the following organisational functions will ensure that a handful of essential personell will remain to run Tsogo Sun. A. Public relations, B. General management, C. Human resources, D. Logistics (2)
- 1.4 Which of the following organisational functions or departments is responsible for the loss of Tsogo Sun shares. A. Public relations, B. Logistics, C. Human resources, D. Finance. (2)
- 1.5 This function will help keep the positive image among Tsogo Sun's customers. A. Public relations, B. General management, C. Human resources, D. Finance. (2)
- 1.6 Which form of business type entity is Tsogo Sun operating under. 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 Tsogo Sun. A. Legal, B. technological, C. social, D. Economic. (2)
- 1.8 Which of the following market environment factor is responsible for Tsogo Sun challenges. A. Suppliers, B. Intermediaries, C. Customers, D. Competitors (2)
- 1.9 The _____environment of Tsogo Sun 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 Tsogo Sun can better succeed in the economic system where government provides infrastructure & social welfare to the entire society. A. Traditional, B. Free market, C. Communist, D. Socialist. (2)
- 1.11 True or False? There is no separation between personal assets and the butchery liabilities in a Sole proprietor. T. (2)
- 1.12 True or False? More than three directors can start and manage a Public company. T(2)
- 1.13 True or False? Private company Issue shares, and are often listed on a stock exchange. F. (2)
- 1.14.True or False? In the Free market economic system, almost everything is mainly controlled and regulated by the market. T (2)
- 1.15.True or False? The Socialist economic system allows people to provide products & services from the less important sectors. T (2)
- 1.16.True or False? In Intrapersonal communication context the CEO is both the sender and recipient of the message. T (2)

- 1.17. True or False? Interpersonal communication can form and maintain meaningful relationships. T (2)
- 1.18. True or False? In Small group communication, the CEO addresses an audience. F (2)
- 1.19. True or False? In Public communication, the CEO must be able to interact with all the other members. F (2)
- 1.20. True or False? A tattoo cannot cause noise in the process of communication. F (2)

SECTION A TOTAL: [40]

SECTION B: ANSWER ANY TWO QUESTIONS

QUESTION 2

Discuss how the influence of any **THREE (3)** economic systems on an organization can change the fortunes of Tsogo Sun.

- a. In your answer, explain how each economic system can affect the fortune of Tsogo Sun. (20)
- b. Use real and practical examples based on Tsogo Sun to explain your points. (10)

[30]

OR

QUESTION 3

Discuss the importance of the microenvironment in an organisation by identifying and explaining how each of the 8 (EIGHT) organisational functions can turn things around for Tsogo Sun.

- a. In your answer, provide a brief explanation of each of the organisational function. (20)
- b. Use real practical examples for each organisational function relevant to Tsogo Sun to explain your points. (10)

[30]

OR

QUESTION 4

Presume, Tsogo Sun does not survive COVID-19 and you want to start your own Bed and Breakfast establishment. Discuss how you will use the FIVE (5) human resource provision, step-by-step to ensure the right number and type of employees are secured.

- a. Your answer must include a brief explanation of each step (10)
 - b. For each step, use real practical examples based the case study to explain your points. (20)
- [30]**

SECTION B TOTAL: [60]

GRAND TOTAL 100