



<u>FACULTY</u>	: Humanities
<u>DEPARTMENT</u>	: Strategic Communication
<u>CAMPUS</u>	: APB
<u>MODULE</u>	: COMEXY2 Communication Management Ext
<u>SEMESTER</u>	: Second
<u>EXAM</u>	: 12 November 2020

<u>DATE</u>	: 12 Nov 2020	<u>SESSION</u>	: ONLINE
<u>ASSESSOR(S)</u>	: DR K MADLELA		
<u>MODERATOR</u>	: DR K SITTO		
<u>DURATION</u>	: 48 HOURS	<u>MARKS</u>	: 100

NUMBER OF PAGES: 5 PAGES

ONLINE EXAM GUIDELINES:

Honesty pledge

*This is a **compulsory question** that needs to be answered before continuing with the remainder of the assessment.*

I agree to be honest when answering questions during this assessment. I agree not to receive any help from anyone else when answering questions and that the answers contain my own ideas and words. Therefore, I will not copy and paste content from the internet, or the lecturer's slides, or

from handouts, or text books or anywhere else and present this as if it is my own work. To this end I understand what is plagiarism. All the work I submit for assessment is my own work.

To make sure that you understand the importance of plagiarism, please watch this helpful video:
<https://www.youtube.com/watch?v=reGGPUrEsC0>

I hereby pledge that I have read and will abide by all UJ's rules and policies for all my assessments, whether submitted via Blackboard or via email or elsewhere. By using the Blackboard platform, any work submitted is subject to UJ's policy on Plagiarism and UJ's Online (Academic) rules and regulations, confirming that the work being submitted conforms and complies with these policies as well as any other policy that might be applicable. In the event that it is found that a student has contravened these policies, a student will be subject to disciplinary action in terms of UJ's policies in this regard.

Do you agree?

Instructions

Please note that you can open to view/download the question. You can draft your answer offline, then log on again to upload. Please make sure that you submit your answer on time before the link closes.

1. Answer all questions in Section A, and any TWO questions from Section B.
2. Bulleted answers will not be marked. Write full sentences and include examples where relevant.
3. Make sure you clearly number your answers. Answers that are not numbered cannot be marked.
4. You have 48 hours to prepare, answer and complete this exam from 10 November (8am) until 12 November (8am). All submissions should be done via Blackboard in Word document format or PDF or on the text box provided in Blackboard.
5. Please note that this is an exam, thus copying and pasting of class notes, lecturer's slides or prescribed reading will result in poor performance (as it is plagiarism). We are examining your understanding of the content learned, not the regurgitation or repeating of prescribed readings, lecturer's slides or class notes.
6. All submissions must include a cover page with your student details included. Make sure you include your name, surname and student number.
7. The link will be active on Blackboard at the start time of the exam session/period.
8. You may not email lecturers about the exam questions to get assistance, nor may you collaborate with other students on your test/exam.
9. Be aware that similarity reports (SafeAssign) will be used to check the originality of your answers and your answers against those of other students. This means that you cannot copy and paste your answers from the internet or from other students. Make sure you familiarise yourself with the university's plagiarism policies.
10. Ensure that you have adequate data and a reliable Internet connection so that you make sure that you can successfully submit your exam on Blackboard. Apologies such as 'my internet dropped the connection' will not be accepted.
11. When uploading exams or completing assessments online, make sure that everything is completed and uploaded before closing your computer. Apologies such as 'my document did

not upload properly' will not be valid. It is your responsibility to make double sure that the assessment is completed, and everything is completely uploaded for your test to be marked.

12. Make sure you meet the deadline and build in enough extra time to complete the test on time. Build in extra hours in case something goes wrong, such as load shedding. Therefore, do not try to submit your exam at the last minute. Online submissions are programmed to close after the deadline, after which it may no longer be possible to complete your exam online.

13. Always keep a back-up copy of all exams submitted, even uncompleted answers that you are working on. Use sites like Google Drive or One Drive to back up your completed exam in the cloud. This is to protect yourself from losing your work due to your computer getting stolen, breaking down or getting hacked. Losing documents for one or other reason is not a legitimate excuse for not completing assessments on time.

14. By using the Blackboard platform, any work submitted is subject to UJ's policy on Plagiarism and UJ's Online (Academic) rules and regulations, confirming that the work being submitted conforms and complies with these policies as well as any other policy that might be applicable. In the event that it is found that you have contravened these policies, you will be subject to disciplinary action in terms of UJ's policies in this regard.

SECTION A: COMPULSORY

QUESTION 1

- 1.1 Discuss what is meant by organisational communication? (5)
- 1.2 Explain what the role of internal organisational communication is. Make use of relevant examples to support your answers. (15)
- 1.3 List and describe in detail the FOUR (4) functions of organisational communication. Include relevant examples to support your answer. (20)

[40]

SECTION A: TOTAL 40

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

QUESTION 2

In our lectures on leadership within a small group communication context, the traits of a good leader and leadership styles were discussed.

- 2.1 List and discuss any FIVE (5) traits of a good leader. Include relevant examples to support your answer. (10)
- 2.2 Discuss in detail any THREE (3) leadership styles. Which style of leadership, in your opinion, is most appropriate for your assignment group? Substantiate your answer, making use of relevant examples. (20)

[30]

AND/OR

QUESTION 3

As a public relations practitioner at the University of Johannesburg, you are asked to give a speech/presentation to the UJ community about staying safe on campus during the Covid-19 pandemic.

3.1 Discuss the FOUR (4) common modes that are used to deliver speeches and then highlight the most appropriate ONE (1) you believe would be best for your UJ Covid-19 speech/presentation. Motivate your answer and make use of relevant examples. (15)

3.2 Explain, with the use of relevant examples, which visual and vocal cues you will make use of to make your speech more impactful. (15)

[30]

AND/OR

QUESTION 4

William Schutz, who developed the interpersonal needs theory argues that human beings communicate to meet their needs.

Identify and discuss in detail the Schutz's THREE (3) needs of interpersonal relationships. In your discussion, make use of relevant examples to support your answer.

[30]

SECTION B: TOTAL 60

GRAND TOTAL: 100