



EXAMINATION 2021

COURSE:	Organisational Communication	TIME: 48 hours
DEPARTMENT AND SCHOOL:	Department of Communication and Media Studies School of Communication	
SUBJECT CODE:	CMS 3AA3/3A11	MARKS: 100
EXAMINERS:	1. Ms. A.M. Hoffman 2. Ms. C. Kasiyamhuru 3. Ms. S. Miya	
EXTERNAL EXAMINER:	Dr. L. Nkuna (Unisa) – to be confirmed	

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) handwritten pages.)**
 - iii. **TYPE IN ARIAL ONLY, FONT SIZE 12, SETTING 1.15 LINE SPACING.**
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QUESTION 1

- a. Critically discuss the leadership practice of the South African Minister of Health, Dr. Zweli Mkhize, in dealing with the Covid-19 vaccination roll-out program. Motivate your answer and illustrate with examples. Make use of links provided on Blackboard and find your own relevant material for the case study. (80)
- b. What are the ethical implications of his leadership practice in dealing with the Covid-19 vaccination roll-out program? (20)

[100]

OR

QUESTION 2

- a. Critically discuss the use of big data in decision-making processes at Facebook ([www.https://Facebook.com](https://Facebook.com)). Motivate your answer and illustrate with examples. Make use of links provided on Blackboard and find your own relevant material for the case study.

(80)

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

(20)

[100]

TOTAL: [100]

--ENDS--