

COM2602
RCO2602

October/November 2016

INTEGRATED ORGANISATIONAL COMMUNICATION

Duration 2 Hours

75 Marks

EXAMINERS

FIRST

MRS TB BREET-VAN NIEKERK

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SECOND

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Closed book examination

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This examination question paper consists of 4 pages

IMPORTANT:

- 1 This examination question paper consists of **FOUR QUESTIONS**
You have to select and answer **ANY THREE QUESTIONS**
 - 2 Make sure that you fill in your student number and the code of the paper (**COM2602**) on the examination answer book
 - 3 Please write the numbers of the questions that you have answered (eg Question 1 or 2) on the examination answer book
 - 4 After answering this examination paper you must hand in the following
 - Examination answer book(s)
 - This examination paper
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[TURN OVER]

YOU HAVE TO SELECT AND ANSWER ANY THREE QUESTIONS.

**QUESTION 1
COMMUNICATION AND THE ORGANISATION**

- 1 1 Discuss the following fields of communication with specific reference to their origin and focus area
- 1 1 1 Organisational communication (5)
- 1 1 2 Management communication (5)
- 1 1 3 Corporate communication (5)
- 1 2 *Phingz* is an accounting and auditing firm that operates in Pretoria, South Africa. Earlier this month, the company appointed a new chief executive officer (CEO), Kutlwano Kendall. The new CEO is an accountant by training and as a result is not familiar with the background of strategy concepts.

As a communication officer with three years' experience at *Phingz*, define and discuss each of the following concepts to the CEO

- 1 2 1 Corporate strategy (2)
- 1 2 2 Business strategy (2)
- 1 2 3 Enterprise strategy (2)
- 1 2 4 Operational strategy (2)
- 1 2 5 Communication of strategy (2)
- [25]**

AND/OR

**QUESTION 2
THE RATIONALE FOR INTEGRATING ORGANISATIONS' COMMUNICATION**

- 2 1 Discuss the evolution and development of communication integration. Refer to the following timeline as part of your discussion
- 2 1 1 1990s (3)
- 2 1 2 2000s (5)
- 2 1 3 Currently (7)
- 2 2 Explain why organisations should align messages from all sources as one of the principles of communication integration (5)
- 2 3 Organisations are managed from a variety of perspectives, one being the *market orientation*. Discuss communication integration within an organisation from a market orientation perspective (5)
- [25]**

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AND/OR**QUESTION 3****COMMUNICATION INTEGRATION PROCESSES AND MANAGEMENT**

- 3 1 In attempting to integrate an organisation's communication, it is important to make it a strategic imperative. Several processes or drivers have been identified that can assist in the alignment of the organisation's operations for the profitable delivery of products, services and ideas, to ultimately satisfy consumer needs, and to do so over the long term.

Use practical examples to discuss the following five (5) strategies or drivers of integration.

- 3 1 1 Create and nourish relationships rather than just making transactions (3)
 3 1 2 Use zero-based planning rather than adjusting previous plans (4)
 3 1 3 Use cross-functional rather than departmental planning and monitoring (3)
 3 1 4 Create core competencies rather than just communication specialisation and expertise (4)
 3 1 5 Build and manage databases to retain customers rather than just acquiring new customers (4)
- 3 2 Briefly explain why it is important to consider and effectively manage the impact of unplanned communication (3)
- 3 3 Explain how the absence of communication could harm an organisation's reputation. Provide relevant examples to substantiate your answer (4)
[25]

AND/OR**QUESTION 4****INTEGRATED COMMUNICATION MEASUREMENT**

A beauty salon in Kimberley, Nox, does not reach its monthly sales targets, despite of launching various sales promotions on a weekly basis. Nox's manager suspects that the poor sales targets could be a result of a lack of communication in explaining the sales promotions to the salon's stakeholders.

In your capacity as a communication consultant, the manager asked you to conduct an integrated marketing (IM) audit in order to improve the Nox's marketing programmes.

- 4 1 Name and discuss the three (3) primary research tools that can be used for Nox's IM audit (9)
- 4 2 Explain why an IM audit can be beneficial for Nox (3)

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- 4 3 List three (3) online methods that *Nox* can use for the IM audit (3)
- 4 4 Information and communication technologies affect the functioning of organisations. Integrating traditional and online methods can present opportunities, it can also pose certain challenges for the evaluation of integrated communication
- 4 4 1 Explain two (2) opportunities for the integration of traditional and online methods for integrated communication evaluation (4)
- 4 4 2 Discuss three (3) challenges that the integration of traditional and online research methods and techniques may pose (6)
- [25]
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TOTAL · 75