

**COM2602  
RCO2602**

May/June 2016

**INTEGRATED ORGANISATIONAL COMMUNICATION**

Duration 2 Hours

75 Marks

**EXAMINERS**  
FIRST  
SECOND

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Closed book examination

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This examination question paper consists of 3 pages

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**IMPORTANT:**

- 1 This examination question paper consists of **FOUR** questions  
You have to choose 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]

THIS PAPER CONSISTS OF **FOUR** QUESTIONS.

YOU HAVE TO CHOOSE AND ANSWER **ANY THREE** QUESTIONS.

**QUESTION 1**  
**COMMUNICATION IN THE ORGANISATION**

- 1 1 Define the concept *strategy communication* in your own words (5)
- 1 2 Discuss any two (2) fields of communication by highlighting their origin and major emphasis. (10)
- 1 3 Name and explain Mintzbergs's five (5) Ps related to the conceptualisation of the strategy concept. (10)
- [25]**

**AND/OR**

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

- 2 1 Define *communication integration* and give two (2) main reasons for the move to integrating organisations' communication (10)
- 2 2 You are a communication consultant assisting in the integration of communication at *Bake Some More*. Your manager mandated you to introduce the CEO to the concept of the four (4) kinds of messages that determine customers' perception of an organisation and to clarify how these contribute to integration

In the proposal to the CEO, write a comprehensive paragraph about each of these **four messages** by addressing the following

- 2.2 1 The name of the message (4)
- 2 2 2 The source of the message (4)
- 2 2 3 The believability of the message and its impact on the perception of the organisation (4)
- 2 2 4 How the message contributes to integration (3)
- [25]**

**AND/OR**

[TURN OVER]

**QUESTION 3  
COMMUNICATION INTEGRATION PROCESSES AND MANAGEMENT**

- 3.1 Discuss any five (5) of the ten (10) drivers of integration (15)
- 3.2 Van Riel (1995) identifies three (3) models that organisations use to integrate their corporate identity. Discuss Van Riel's three models as listed below and substantiate your discussions with examples
- 3.2.1 Uniformity (4)
- 3.2.2 Endorsement (3)
- 3.2.3 Variety (3)
- [25]**

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

- 4.1 Name and discuss the three (3) integrated communication models that will form the basic building blocks for developing an integrated communication measuring instrument (6)
- 4.2 Explain and provide practical examples of the following three (3) dimensions of integrated communication evaluation and measurement
- 4.2.1 Process of integration (3)
- 4.2.2 Output of integration (3)
- 4.2.3 Outcomes or effects of integration (3)
- 4.3 Various traditional and online research methods can be combined to determine the success or failure of *communication integration* in an organisation. With specific reference to the evolution of integrated communication, discuss the opportunities and challenges of integrating the research methods (10)
- [25]**

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**TOTAL: 75**