

**COM2602**  
**RCO2602**

October/November 2017

**INTEGRATED ORGANISATIONAL COMMUNICATION**

Duration 2 Hours

100 Marks

**EXAMINERS**  
FIRST

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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 IN THE ORGANISATION**

- 1.1 According to Angelopulo and Barker (2013:13), there are a number of academic and professional fields that deal with the communication in organisations. Name and discuss any three (3) fields of communication, focusing on the origin and major emphasis of each (15)
- 1.2 Discuss the concept "strategy" according to the following five P's of Mintzberg (1987).
- 1.2.1 Strategy as plan (2)
- 1.2.2 Strategy as ploy (2)
- 1.2.3 Strategy pattern (2)
- 1.2.4 Strategy as position (2)
- 1.2.5 Strategy as perspective (2)
- [25]**

**AND/OR**

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

- 2.1 An organisation's stakeholders form their opinions of the organisation from a range of different messages that accumulate to form the dominant perceptions that affect their relationship with the organisation. It is important to consider the following four message sources: planned, product, service and unplanned messages.
- 2.1.1 Provide a brief explanation of each of these messages (planned, product, service and unplanned) by making use of your own relevant examples (10)
- 2.1.2 For the organisation's communication to be integrated, messages from all four sources must be similar, positive and strong. Briefly explain the challenge of integrating the communication of an organisation, to ensure that all messages about the organisation, its service and products meet these criteria (4)
- 2.2 According to Duncan (2002), several factors or trends led to the need for the integration of organisational communication.
- 2.2.1 Identify any three (3) of these factors (3)
- 2.2.2 By making use of your own relevant examples, explain how these factors led to the need for communication integration (8)
- [25]**

[TURN OVER]

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

3 1 You are the corporate communication director of a large clothing company. You and the communication managers need to coordinate the communication of the entire organisation. Explain how you would implement communication integration using the following methods of managing communication integration.

- |       |                       |     |
|-------|-----------------------|-----|
| 3 1 1 | Rules and directives  | (6) |
| 3 1 2 | Sequencing            | (4) |
| 3 1 3 | Routines              | (3) |
| 3 1 4 | Group problem solving | (5) |

3 2 Communication integration has its limitations, and to achieve all that is possible through integration it is necessary to consider these limitations. It is also important to be aware of a number of pitfalls that may hamper the success of an organisation's communication and its successful integration (Angelopulo and Barker 2013).

3 2 1 Explain why it is important to understand that integration lies with the receiver and not the organisation. (4)

3 2 2 How can the absence of communication be harmful to the reputation of the organisation? (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 the following dimensions of integrated communication evaluation and measurement.

- |       |  |     |
|-------|--|-----|
| 4 2 1 | The process of integration             | (3) |
| 4.2 2 | The output of integration              | (3) |
| 4.2.3 | The outcomes or effects of integration | (3) |

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- 4 3 An online pop-up shop *Visionary* is failing to sustain its revenue despite launching various sales promotions. This is due to ineffectively communicating these promotions to all the organisation's stakeholders. The owner of *Visionary* considers conducting an integrated marketing (IM) audit in order to improve the online pop-up shop's marketing programmes.
- 4 3 1 Explain the benefits of the IM audit to *Visionary's* owner (2)
- 4 3 2 Discuss the four (4) online methods that can be used for the IM audit (8)
- [25]**
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**TOTAL: [100]**