

COM2602
RCO2602

May/June 2017

INTEGRATED ORGANISATIONAL COMMUNICATION

Duration 2 Hours

75 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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YOU HAVE TO SELECT AND ANSWER ANY THREE QUESTIONS.

**QUESTION 1
COMMUNICATION IN THE ORGANISATION**

- 1 1 The communication of organisations is addressed in a number of professional and academic fields. Discuss the following fields of communication with special emphasis on their **origins**:
- 1 1 1 Public relations (4)
- 1 1 2 Marketing communication (3)
- 1 1 3 Corporate communication (3)
- 1 2 Explain the differences and similarities between **business communication** and **management communication** in terms of their goals (5)
- 1 3 In your own words, define each of the following terms
- 1 3 1 Strategy (2)
- 1 3 2 Corporate strategy (2)
- 1 3 3 Business strategy (2)
- 1 3 4 Communication strategy (2)
- 1 3 5 Communication of strategy (2)
- [25]**

AND/OR

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

- 2 1 Briefly define the concept "communication integration" (4)
- 2 2 In attempting to implement communication integration, several strategies have been identified "These strategies or processes 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", Angelopulo and Barker (2013 49)

With reference to the statement above, demonstrate your understanding of the following strategies by making use of relevant examples

- 2 2 1 Building and managing databases to retain customers, rather than simply acquiring new ones (4)
- 2 2 2 Focus on all stakeholders, rather than simply on customers or shareholders (4)
- 2 2 3 Use zero-based planning, rather than adjust previous plans (4)

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- 2 3 According to Angelopulo and Barker (2013 50), "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."

With reference to the statement above, name five (5) possible limitations that have to be taken into consideration when attempting to successfully integrate communication (5)

- 2 4 Duncan (2002) identified three (3) primary areas where change and evolution have led to the need for integration

Explain how society's demand for organisational integrity has led to the need for communication integration (4)

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AND/OR

QUESTION 3

COMMUNICATION INTEGRATION PROCESSES AND MANAGEMENT

- 3 1 Operational guidelines are specifications for the implementation of communication projects. These guidelines may highlight various areas of the communication project, including those that deal with integration. Provide eight (8) examples of operational guidelines that can be followed for communication integration (8)

- 3 2 The integration of corporate identity is considered to be a prerequisite for success in the financial marketplace, the recruitment of suitable personnel, the creation of synergy between brands, the coordination of multinational organisations and the enhancement of the organisation's transparency

Make use of relevant examples to explain the following three Models to the application (or integration) of corporate identity

- 3 2 1 Uniformity (4)
3 2 2 Endorsement (4)
3 2 3 Variety (4)

- 3 3 It has been noted that communication integration throughout the organisation requires the generation of consistent messages and consistent actions to underpin them. It is possible to identify specific locations in the organisation that are centrally important to communication integration. The processes and interventions that occur at these locations directly determine the organisation's communication, its integration, and stakeholders' ultimate perception of the corporate brand – the dominant and overriding perception that they have of the organisation

With reference to the statement above, name five (5) locations in the organisation that are centrally important to communication integration (5)

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

- 4 1 Name and discuss the three (3) dimensions of integrated communication evaluation and measurement (5)
- 4 2 Discuss the integrated marketing (IM) audit by focusing on the following areas
- 4 2 1 What is evaluated in the IM audit? (5)
- 4 2 2 Who conducts the IM audit and who participates in the audit? (5)
- 4 2 3 Benefits of the IM audit? (5)
- 4 3 For the next management meeting, management wants you to prepare a motivation that highlights the importance of integrated communication measurement

List the reasons for integrated communication measurement that you will put forward at the meeting (5)

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TOTAL: 75