

COM2602
RCO2602

May/June 2018

Integrated Organisational Communication

Duration 2 Hours

100 Marks

EXAMINERS
FIRST
SECONDMRS TB BREET-VAN NIEKERK
MS GB ESSOP

MS PT RATSHINANGA

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This examination question paper consists of 3 pages

IMPORTANT:

- 1 This examination question paper consists of **FOUR QUESTIONS**.
You have to answer **ALL FOUR 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

[TURN OVER]

YOU HAVE TO ANSWER ALL FOUR QUESTIONS.

**QUESTION 1
COMMUNICATION IN THE ORGANISATION**

- 1 1 The communication of organisations is addressed in a number of professional and academic fields Name and discuss any three (3) fields of communication (15)
- 1 2 Briefly explain the meaning of value creation, responsiveness and responsibility as dimensions of Strategic Management? (10)
- [25]

AND

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

- 2 1 Define *communication integration* (5)
- 2 2 Discuss the evolution and development of communication integration by making reference to the following timelines as part of your discussion
- 2 2 1 Prior to the industrial Revolution (3)
- 2 2 2 The industrial Revolution (4)
- 2 2 3 1920's (2)
- 2 2 4 After World War II (3)
- 2 3 An organisation's stakeholders form their opinion of the organisation from a range of messages that accumulate to form the dominant perceptions that affect their relationship with the organisation
- 2 3 1 Name the four (4) messages and explain the sources of each of the messages (8)
- [25]

AND

[TURN OVER]

QUESTION 3
COMMUNICATION INTEGRATION PRINCIPLES AND PROCESSES

- 3 1 The organisation you work for recently conducted an integrated marketing (IM) audit. The results of the audit indicated that some fragmentation exists in the organisation's total communication effort.

In your capacity as a senior communication executive, management request that you write a proposal on how the organisation can improve their efforts to achieve communication integration. Emphasise the importance of making integration a strategic imperative by addressing the following strategies:

- 3 1 1 Strategies with a corporate focus (3)
 3 1 2 Strategies that address operational processes (6)
 3 1 3 Strategies that relate to organisational infrastructure (6)
- 3 2 Explain to the organisation that 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.

Explain the following three models for the application (or integration) of corporate identity:

- 3 2 1 Uniformity (3)
 3 2 2 Endorsement (4)
 3 2 3 Variety (3)
[25]

AND**QUESTION 4**
INTEGRATED COMMUNICATION MEASUREMENT

- 4 1 By making use of your own relevant examples, explain the following dimensions of integrated communication evaluation and measurement:
- 4 1 1 Process of integration (4)
 4 1 2 Output of integration (3)
 4 1 3 Outcomes or effects of integration (3)
- 4 2 Discuss the integrated marketing (IM) audit by focusing on the following areas:
- 4 2 1 What is evaluated in the IM audit (6)
 4 2 2 What research tools can be used in the IM audit (6)
 4 2 3 Benefits of the IM audit (3)
[25]

TOTAL: 100