INSTRUCTIONS TO CANDIDATES:

- Please answer two (2) questions from those given.
- Question papers must be handed in.
- This is a closed book assessment.
- Read the questions carefully and answer only what is asked.
- Number your answers clearly.
- Structure your answers by using appropriate headings and sub-headings.
- The general University of Johannesburg policies, procedures and rules pertaining to written assessments apply to this assessment.
INSTRUCTIONS

ANSWER TWO QUESTIONS FROM THOSE GIVEN.

QUESTION 1

Critically discuss the following:
  a) Job opportunities in the Knowledge Economy.  
  b) Characteristics of the workplace in the Knowledge Economy.  

[50]

QUESTION 2

Discuss Social Media (SM) use in the Knowledge Economy. Give relevant examples of businesses adapting SM strategies successfully.  

[50]

QUESTION 3

South Africa possesses some of the best First World knowledge, but will we be able to continue creating knowledge? Critically discuss this issue. Discuss, also, how South Africa can convert knowledge into a saleable commodity.  

[50]

Total [100]

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