



PROGRAM : BA (STRATEGIC COMMUNICATION)
BA (CORPORATE COMMUNICATION)
BA (MARKETING COMMUNICATION)

SUBJECT : **STRATEGIC COMMUNICATION CORPORATE
STRATEGIC COMMUNICATION MARKETING**

CODE : **OSW2A11/ SCC2AA2 & ADV2A11/ SCM2AA2**

DATE : WINTER EXAMINATION
JUNE 2015

DURATION : 2 HOURS

WEIGHT : 100:100

TOTAL MARKS : 100

EXAMINER : MRS A. OKSIUTYCZ
MRS C. AZIONYA

MODERATOR : DR N LEVY

NUMBER OF PAGES : 3 PAGES AND NO ANNEXURES

Sanso Number

File Number

INSTRUCTIONS : QUESTION PAPERS MUST BE HANDED IN.

REQUIREMENTS : TWO COLOURED ANSWER SCRIPTS

INSTRUCTIONS TO CANDIDATES:

1. PLEASE ANSWER **ONE** ESSAY QUESTION FROM EACH SECTION.
2. USE TWO SEPARATE ANSWER SCRIPTS, ONE FOR SECTION A AND THE OTHER FOR SECTION B
3. WRITE THE SECTION LETTER "A" OR "B" AT THE TOP OF THE ANSWER BOOK

SECTION A (ANSWER ONE QUESTION FROM THIS SECTION)**QUESTION 1**

According to Cohn and Wolfe (2013) consumers in three of the world's biggest markets (UK, USA and China) rate "honesty and transparency" alongside price and quality when considering whether to buy a product or brand. Consumers in all three markets are now demanding that major brands be open and transparent about many issues. In light of this statement, use the Mooney and Rollins model of O.P.E.N brands to critically discuss how and a brand of your choice can use the model to co-create an open brand. In your discussion include a critical analysis of the worldview of an open brand and its relevance to the Super Consumer. Give relevant brand examples from self-study and justifications to illustrate your point. (50

MARKS)

OR**QUESTION 2**

According to Trendwatching.com, "Our trend findings help marketers, CEOs, researchers, and anyone else interested in the future of business and consumerism, to dream up new products, services, experiences and campaigns for (or even better, with) their customers." Critically discuss this statement by explaining how consumer trends can be used by brands in the South African macro environment to drive innovation. In your discussion include a definition of the concept of consumer trends, the difference between a fad and a trend and how trends create competitive advantage for brands. Include relevant brand examples throughout your argument from industry related self-study to illustrate your point.

(50 MARKS)

SUBTOTAL (Section A):50 MARKS

SECTION B (ANSWER ONE QUESTION FROM THIS SECTION)**QUESTION 3**

The stakeholder theory has been one of the most influential management theories of the last two decades. The theory is also applicable to the field of strategic communication. Discuss the assumptions and the central concepts of the stakeholder theory and explain how the theory contributed to the changing views on how organisations should communicate strategically with their stakeholders.

(50 MARKS)

OR

QUESTION 4

The corporate reputation is an organisational asset and such should be managed strategically. Explain the complexity of managing corporate reputation with reference to the building blocks of corporate reputation, including social legitimacy. In your answer include the discussion on interrelations between corporate reputation and strategic communication.

(50 MARKS)

SUBTOTAL (Section A):50 MARKS

TOTAL 100 MARKS

