



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

**SUBJECT** : **Corporate Communication 2B**  
: **Marketing Communication 2B**

**CODE** : **SCC2BB2, SCM2BB2, ADV2B21**

**DATE** : EXAMINATION  
: November 2015

**DURATION** : Two hours

**WEIGHT** : 50 marks per question

**TOTAL MARKS** : 100

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**EXAMINER** : Dr. N. Levy

**MODERATOR** : A. Oksiutycz

**NUMBER OF PAGES** : 3 PAGES

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**INSTRUCTIONS** : QUESTION PAPERS MUST BE HANDED IN.

**REQUIREMENTS** : ANSWER TWO (2) QUESTIONS

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**INSTRUCTIONS TO CANDIDATES:**

Answer TWO (2) of the following THREE (3) questions:  
Questions may be answered in any order but should be numbered correctly.  
Use the mark allocation as the guideline in your answers.

### **QUESTION 1**

The employer brand and how employees perceive it, is critical to the organisations success or failure. Most companies today recognise the importance of attracting and engaging the right people in order to successfully prosper in a complex business environment. In view of the above statement, discuss the concept “*employer brand*” and its role in attracting the right people to that organisation.

In your answer refer to a company you would like to work for and why. Also discuss how the brand architecture and employer branding process can contribute to the success of this organisation as an employer brand, which in turn can contribute to creating a robust organisational reputation.

Provide examples throughout to demonstrate your understanding.

[50]

**OR**

### **QUESTION 2**

Communication with a company’s employees is created through the influence of internal communication practice which occurs through effective internal branding. Furthermore, the goal of internal branding is to create emotional ties amongst employees to the organisation which are enhanced through the *process* of internal communication.

Underlying this *process* of internal communication is the relevance of internal branding to the organisation and the need for effective internal communication to create a synergy for the communication process and organisation as a whole. Considering the above, discuss how *both* effective *internal branding* and effective *internal communication* can contribute to overall organisational success.

Use the example of the UJ campaign throughout your answer to demonstrate your understanding.

[50]

**OR**

### **QUESTION 3**

The employee brand is impacted by the employee value proposition which makes a promise to the organisation's employees. The employee value proposition is therefore important in attracting the right skills to an organisation because of the talent shortage.

Considering the above discuss the concept of the "*employee value proposition*" and how you believe the skills shortage should be addressed in the 21<sup>st</sup> century in South Africa specifically. Relate your discussion to how motivated employees can contribute significant value to the bottom line of their organisations.

Provide examples throughout to demonstrate your understanding.

[50]

**TOTAL: 100 MARKS**