



**PROGRAM** : BA STRATEGIC COMMUNICATION

**SUBJECT** : APPLIED STRATEGIC  
COMMUNICATION 1A

**CODE** : AMC1AA1/ACC1AA1

**DATE** : JUNE EXAMINATION  
2016

**DURATION** : 2 HOURS

**WEIGHT** : 50 : 50

**TOTAL MARKS** : 100

**EXAMINER** : MRS D RAAFF

**MODERATOR** : DR C DAVIS

**NUMBER OF PAGES** : 2 PAGES

**INSTRUCTIONS** : This exam paper consists of one (1) compulsory essay question.  
: Read the question carefully!

**REQUIREMENTS** : ONE EXAM SCRIPT

**QUESTION 1**

Throughout the semester you have been working with the UBER brand, both in your Theory and Applied classes.

You will now need to bring together everything you have learnt from your Applied learning units 1, 2 and 3 to answer this essay question.

Explain and apply each of the five (5) principles of Strategic Thinking as they relate to the UBER case study previously given to you:

1. Information vs. knowledge  
- Brand intelligence creation (20 Marks)
2. Value creation  
- Brand and stakeholder value (20 Marks)
3. Insight led  
- Situational Analysis (20 Marks)
4. Sustainable competitive advantage  
- Strategic communication (20 Marks)
5. Radical innovation  
- Innovation and Disruption (20 Marks)

**TOTAL: 100 MARKS**