



PROGRAM : BA STRATEGIC COMMUNICATION

SUBJECT : STRATEGIC COMMUNICATION
THEORY 1A

CODE : SCC1AA1/SCM1AA1

DATE : JUNE EXAMINATION
2016

DURATION : 2 HOURS

WEIGHT : 50 : 50

TOTAL MARKS : 100

EXAMINER : DR C DAVIS

MODERATOR : MRS D RAAFF

NUMBER OF PAGES : 2 PAGES

INSTRUCTIONS : Choose ANY TWO (2) of the three (3) questions.
: You may answer the questions in any order, as long as you
clearly mark the questions.
: Be guided by the mark allocation for each section in the
questions.

REQUIREMENTS : TWO EXAM SCRIPTS

QUESTION 1

“Personal branding is essential to career development and is an effective career tool because it helps to define who you are, what you stand for, what makes you unique, special and different, how you are great and why you should be sought out.” (Rampersad, 2009:3). Identify a South African who is, in your opinion, an example of a very successful personal brand. Use the following criteria to justify your selection and to describe the personal brand you have chosen:

- 1.1 Authenticity
- 1.2 Integrity
- 1.3 Consistency
- 1.4 Distinctiveness
- 1.5 Performance

(50)

AND/OR

QUESTION 2

A corporate brand is an explicit promise between an organisation and its key stakeholder groups and it is therefore important that all company constituencies keep this promise. Discuss whether or not, in your opinion, MTN and its constituencies keep this promise, by referring to the following in your answer:

- 2.1 Challenges in managing a corporate brand
- 2.2 Building of a corporate brand
- 2.3 The three (3) key factors involved in measuring a corporate brand
- 2.4 MTN's corporate identity

(50)

AND/OR

QUESTION 3

The Uber brand has established itself as a distinct brand in Gauteng in particular over the past few months. Discuss whether or not this brand, in your opinion, applies strategic thinking by referring to the following in your answer:

- 3.1 Uber's determination of goals and objectives
- 3.2 How Uber adopts certain courses of action
- 3.3 Uber's allocation of resources
- 3.4 Uber's strategy communication and communication strategy

(50)

TOTAL MARKS: 100