



PROGRAM : BA STRATEGIC COMMUNICATION

SUBJECT : STRATEGIC COMMUNICATION: CORPORATE 2B
STRATEGIC COMMUNICATION: MARKETING 2B

CODE : SCM2BB2/ SCC2BB2

DATE : SUMMER EXAMINATION
11 NOVEMBER 2017

DURATION : 2 HOURS

WEIGHT : 50:50

TOTAL MARKS : 100

EXAMINER : MRS A. OKSIUTYCZ
DR N LEVY

MODERATOR : DR E LUBINGA

NUMBER OF PAGES : 3 PAGES AND NO ANNEXURES

INSTRUCTIONS : QUESTION PAPERS MUST BE HANDED IN.

REQUIREMENTS : TWO COLOURED ANSWER SCRIPTS.

INSTRUCTIONS TO CANDIDATES:

1. ANSWER **ONE** QUESTIONS FROM SECTION A AND **ONE** QUESTION FROM SECTION B.
2. USE TWO SEPARATE ANSWER SCRIPTS, ONE FOR SECTION A AND THE OTHER FOR SECTION B.

SECTION A

Answer ONE question from section A.

QUESTION 1

(50 MARKS)

“Much contemporary organisation culture discourse represents a desire by management to enlist worker’s cooperation, compliance and commitment to create an esprit de corps and minimise employee’s resistance against the authority in the work place. The rhetoric of control, coupled with a new vocabulary of teamwork, quality, flexibility and engaged workforce constitutes culture management projects that seek to create culture as mechanism of soft domination” (Clegg, Kornberg & Pitsis 2011: 232).

Critically evaluate the above statement using the concepts of corporate culture and identity. Explain the concepts of corporate culture and corporate identity, as well as the interconnectedness between corporate culture and identity. Explain the complexity of managing corporate culture and shaping corporate identity. Choose one of the two main approaches to corporate culture to discuss the complexity of managing corporate culture. Critically evaluate the methods used by organisations to control employee identity.

OR

QUESTION 2

(50 MARKS)

Employee engagement can be defined as: “A workplace approach designed to ensure that employees are committed to their organization’s goals and values, motivated to contribute to organizational success, and are able at the same time to enhance their own sense of well-being” (Bridger 2015).

Taking into account the complexity of organisation-employee relationships including the nature of employment relations and differences in expectations between employers and employees, comprehensively discuss what organisations need to consider in order to increase employees’ engagement according to Holbeche and Mathews engagement model. What are the benefits of employee engagement to an organisation and the employees?

SECTION B

Answer ONE questions from section B.

QUESTION 3

(50 MARKS)

High performance organisations continue to distinguish themselves to their employees and customers through a focus on long-term sustainability. By referring to a company of your choice, identify and describe the functions of high performance organisations today, and explain how the seven initiatives of sustainability contribute to the process of creating these high performance organisations through differentiating them for long-term success in the marketplace.

OR

QUESTION 4

(50 MARKS)

Using a company of your choice as an example, explain how the employer brand mix adds to the overall success of the employer brand by describing how employer branding contributes to the successful employer brand. In your answer, refer to the role of the employer brand in the structure of the corporate brand by using practical examples.

TOTAL 100 MARKS