PROGRAM	: **BACHELOR DEGREE** *CORPORATE COMMUNICATIONS*
SUBJECT	: **APPLIED STRATEGIC COMMUNICATION 1A**
CODE	: **AMC1AA1/ ACC1AA1**
DATE	: **JUNE EXAMINATION (SUPPLENTARY EXAM) 2018**
DURATION	: **2 Hours**
WEIGHT	: **50: 50**
TOTAL MARKS	: **100**

EXAMINER	: **MRS FRANCISCA AYUK NDIPAKPAT**
MODERATOR	: **DR CORNÉ MEINTJES**
NUMBER OF PAGES	: **3 PAGES**

INSTRUCTIONS	: **QUESTION PAPERS MUST BE HANDED IN.**
REQUIREMENTS	: **PLAIN ANSWER BOOKLETS.**

INSTRUCTIONS TO CANDIDATES:

ANSWERS THAT ARE NOT NUMBERED WILL NOT BE MARKED.
PLEASE SELECT EITHER QUESTION 1 OR QUESTION 2 TO ANSWER.
PLEASE READ ALL QUESTIONS CAREFULLY.
LANGUAGE USE AND NEAT HANDWRITING IS IMPORTANT.

QUESTION 1

Successful brands are constructs that are built over time through consistent positive stakeholder experiences. Utilising the four (4) building blocks in the branding process, explain how Vumatel has gone about building their brand:

A) Identify and give a detailed explanation of each building block
    Define   **(10 Marks)**
    Execute   **(10 Marks)**
    Manage   **(10 Marks)**
    Grow

                                                                        (10 Marks)
B   Apply each of these steps to the Vumatel brand.   **(30 Marks)**

B) Provide relevant brand examples of how Vumatel has used each of these steps to build their
    brand.   **(30 Marks)**

TOTAL: 100 MARKS

QUESTION 2

The manner in which brands are being developed and communicated to their target audiences has evolved radically from the time of the 4Ps. Discuss the fundamental shifts in brand communication from the Marketing Mix, to Integrated Marketing Communication (IMC) to Integrated Brand Communication (IBC).

In your answer make sure to:

• Present and discuss each of the above-mentioned paradigms.   **(50 Marks)**

• IMC is based on the principle of integration, which holds that all communications
   emanating from a single strategic. However, three underlying currents have undermined

the potential of IMC. Discuss these three underlying currents that have undermined the potential of IMC in today's communication. **(25 Marks)**

- Explain and apply each of the 10 steps of IBC to any brand of your choice **(25 Marks)**

TOTAL: 100 MARKS