



PROGRAM : BACHELOR DEGREE
CORPORATE COMMUNICATIONS

SUBJECT : APPLIED STRATEGIC COMMUNICATION 1A

CODE : AMC1AA1/ ACC1AA1

DATE : JUNE EXAMINATION (MAIN)
2018

DURATION : 2 Hours

WEIGHT : 50: 50

TOTAL MARKS : 100

EXAMINER : MRS FRANCISCA AYUK NDIPAKPAT

MODERATOR : DR CORNÉ MEINTJES

NUMBER OF PAGES : 2 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

The first stage in innovation creation is that of research. Within the context of the 10 Faces of Innovation, there are three roles; that of the Anthropologist, the Experimenter and the Cross-pollinator. The aim of these learning personas is to find insights into human behaviour. Explore how brands can utilize each of these roles to conduct market research into the South African consumer.

In your answer make sure to:

- Explain the role and characteristics of each of the above-mentioned roles. **(45 Marks)**
- Explain through the use of detailed examples how brands could utilize each of the roles in finding insights into South African consumers. **(45 Marks)**
- Define branding and present a brief history on the evolution of branding **(10 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