



PROGRAM : BA STRATEGIC COMMUNICATION

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

CODE : SCM2AA2/ SCC2AA2

DATE : MAIN EXAMINATION
NOVEMBER 2018

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

SECTION A

Answer one questions from section A.

QUESTION 1

(50 MARKS)

“Communication is generally recognised as one of the most important factors that influence change outcomes” (Dawson & Andriopulous 2014: 99).

In the context of the above quotation explain the role of internal communication in facilitating organisational change. In you answer include the discussion on communication competencies, processes and strategies for change. In addition, discuss communication in the time of change as evolving sensemaking. Use examples to support your answer.

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 strategic functions of high performance organisations in an anti-bullying work free environment today, and then 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 through bully-free work environments.

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.

QUESTION 5

Using the key dimension of sustainability, discuss how bully-free high performance organisations differentiate themselves as leaders in their field by focusing on a synergistic combination of recognizing staff value, which then position these organisations as innovators and leaders in the marketplace. Then, define and describe internal marketing and its role in the development of these high performance organisations by referring to a company you would like to work for.

(50)

TOTAL 100 MARKS