



<u>FACULTY</u>	: Humanities
<u>DEPARTMENT</u>	: Strategic Communication
<u>CAMPUS</u>	: APK
<u>MODULE</u>	: ACC1AA1/AMC1AA1 Applied Strategic Communication 1A
<u>SEMESTER</u>	: First
<u>EXAM</u>	: SSA 2020

<u>DATE</u>	: 2020	<u>SESSION</u>	:
<u>ASSESSOR(S)</u>	: MS S MORAPELI		
<u>MODERATOR</u>	: MRS C AZIONYA		
<u>DURATION</u>	: 2 HOURS	<u>MARKS</u>	: 100

INSTRUCTIONS

1. Answer either question 1 or 2 in this paper.
2. Bulleted answers will not be marked.
3. In your discussions, do not repeat any of the statements which form part of the questions.
4. You have 48 hours to prepare, answer and complete this exam from X July 2020 (10am) till X July 2020 (10am). All submissions, except with prior arrangement will be done via BlackBoard in Word document format.
5. Please note that this is an exam, thus copying and pasting of class notes will result in poor performance (as it is plagiarism) as we are not examining your understanding of the content learned, not regurgitation.
6. All submissions must include an assignment cover page with your student details included.
7. The exam link will be shared via announcement on X July 2020 at the start time of the exam session/period.

8. You may not email lecturers about the exam questions to solicit assistance, nor may you collaborate with other students on your exam.
 9. Be aware that similarity reports (TurnItIn) will be used to check the originality of your answers, and your answers against those of other students.
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ANSWER**QUESTION 1**

Corporate branding is used to differentiate an organisation and create saliency amongst stakeholders. Discuss with examples how product branding differs from corporate branding. In your answer address:

- | | |
|---|------|
| 1.1 Focus | [20] |
| 1.2 Steward | [20] |
| 1.3 Attract attention and gain support of | [20] |
| 1.4 Delivered by | [20] |
| 1.5 Communication mix | [20] |

Total [100]

OR**QUESTION 2**

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 Coca Cola can utilize each of these roles to conduct market research into the South African consumer.

- 2.1 Explain the role and characteristics of each of the above-mentioned roles in your own words. [45]

- 2.2 Explain through the use of detailed examples how Coca Cola could utilize each of the roles in finding insights into South African consumers. [45]

- 2.3 Make sure to give a detailed explanation of who Coca Cola would have researched; where they would have researched these people; how they would have researched them; and what insights they may have found. [10]

Total [100]
