



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

<b><u>DATE</u></b>	: 19 JUNE 2020	<b><u>SESSION</u></b>	: ONLINE
<b><u>ASSESSOR(S)</u></b>	: MS S MORAPELI		
<b><u>MODERATOR</u></b>	: MRS C AZIONYA		
<b><u>DURATION</u></b>	: 48 HOURS	<b><u>MARKS</u></b>	: 100

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### **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**

Explain in your own words and apply each of the five (5) principles of Strategic Thinking as they relate to the Coca Cola brand:

- |                      |      |
|----------------------|------|
| 1.1 Anticipate       | [20] |
| 1.2 Think critically | [20] |
| 1.3 Interpret        | [20] |
| 1.4 Decide           | [20] |
| 1.5 Align            | [20] |
| 1.6 Learn            | [20] |

**Total [100]**

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**OR****QUESTION 2**

Successful brands are constructs that are built over time through consistent positive stakeholder experiences. Utilising the six (6) building blocks in the branding process, explain how Coca Cola has gone about building their brand:

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|---|------|
| 2.1 Identify and give a detailed explanation in your own words of each building block |      |
| a) Salience   | [10] |
| b) Performance  | [10] |
| c) Imagery  | [10] |
| d) Judgements   | [10] |
| e) Feelings   | [10] |
| f) Resonance  | [10] |

2.2 Apply each of these steps to the Coca Cola brand. [30]

2.3 There will be 10 additional marks for your ability to integrate any other branding content you deem to be relevant to the brand building process

**Total [100]**

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