



<u>FACULTY</u>	: Humanities
<u>DEPARTMENT</u>	: Strategic Communication
<u>CAMPUS</u>	: APK
<u>MODULE</u>	: SCC1AA1/SCM1AA1 Strategic Communication 1A
<u>SEMESTER</u>	: First
<u>EXAM</u>	: 2020

<u>DATE</u>	: 12 JUNE 2020	<u>SESSION</u>	: ONLINE
<u>ASSESSOR(S)</u>	: MS S MORAPELI		
<u>MODERATOR</u>	: DR C DAVIS		
<u>DURATION</u>	: 48 HOURS	<u>MARKS</u>	: 100

INSTRUCTIONS

1. Answer both question 1 and 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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Read the news article and answer all the questions.**QUESTION 1**

Based on the news article and the research you have conducted on the Coca Cola brand, answer the following questions:

- 1.1 Identify the TEN (10) criteria for an authentic brand and discuss whether Coca Cola is an authentic brand, in your opinion.

Total [50]

AND

QUESTION 2

A corporate brand is an explicit promise between an organisation and its key stakeholder groups and it is therefore important that all company constituencies keep this promise. Discuss whether or not, in your opinion, Coca Cola and its constituencies keep this promise, by referring to the following in your answer:

- 2.1 In your own words distinguish how product brand differs from a corporate brand? [30]
2.2 With reference to the discussion above, motivate what makes Coca Cola a successful corporate brand? [20]

Total [50]
