



<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>	: SSA 2020

<u>DATE</u>	: 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 below.

QUESTION 1

In reference to this article and based on the research you have conducted on the Coca Cola brand, answer the following questions relating to the Coca Cola brand:

- 1.1 In your opinion, explain design thinking [15]
- 1.2 Discuss the three strategies of effective design thinking [15]
- 1.3 Apply these design thinking strategies to Coca Cola. [20]

Total [50]

AND

QUESTION 2

Strategy has initially been defined as the determination of the goals and objectives of an organisation, the adoption of courses of action and the allocation of resources required to carry out such actions. However, the concept of strategy has evolved significantly over recent years and it is therefore imperative to consider what this concept encompasses at this stage. Answer the following questions regarding Coca Cola's communication strategy and communication of strategy:

- 2.1 In your own words explain what a communication strategy is? [10]
- 2.2 Discuss with examples Coca Cola's communication strategy [35]

Total [50]