



<b><u>FACULTY</u></b>	: Humanities
<b><u>DEPARTMENT</u></b>	: Strategic Communication
<b><u>CAMPUS</u></b>	: APK
<b><u>MODULE</u></b>	: SCO1AA1 Strategic Communication 1A
<b><u>SEMESTER</u></b>	: First
<b><u>EXAM</u></b>	: <b>SSA July 2020</b>

<b><u>DATE</u></b>	: July 2020	<b><u>SESSION</u></b>	: 08:00-10:00
<b><u>ASSESSORS</u></b>	MS K SITTO : DR E LUBINGA		
<b><u>MODERATOR</u></b>	: DR C MEINTJES		
<b><u>DURATION</u></b>	: 48 HOURS	<b><u>MARKS</u></b>	: 100

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NUMBER OF PAGES: 4 PAGES

INSTRUCTIONS:

1. Answer any 2 questions from Section A.
2. Answer 2 questions from Section B.
3. Number your answers clearly.
4. Bulleted answers will not be marked.
5. In your discussions, do not repeat any of the statements which form part of the questions.
6. You have 48 hours to prepare, answer and complete this exam from X July 2020 (8am) till X July 2020 (8am). All submissions, except with prior

- arrangement will be done via BlackBoard in Word document format.
7. 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.
  8. You may conduct additional research on the issues covered in the case study, but must use the case study as the primary source.
  9. All submissions must include an assignment cover page with your student details included.
  10. The exam link will be shared via announcement on X July 2020 at the start time of the exam session/period.
  11. You may not email lecturers about the exam questions to solicit assistance, nor may you collaborate with other students on your exam.
  12. Be aware that similarity reports (TurnItIn) will be used to check the originality of your answers against those of other students.
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**SECTION A: READ THE CASE STUDY BELOW AND ANSWER ANY TWO QUESTIONS****MTN top brass take salary cuts for R250m COVID-19 fund**

Published on April 15, 2020

MTN Group, Africa's biggest mobile operator by subscribers, today announced details of its R250 million relief package in response to the COVID-19 pandemic.

The mobile operator also said this morning that the chairman, group CEO, group CFO and a number of group directors have pledged 30% of their board fees and salaries for the next three months.

This as South African CEOs in the technology industry are slashing their salaries for the coming months in response to the Solidarity Fund established by president Cyril Ramaphosa to help fight the COVID-19 outbreak in the country.

"We believe it is the responsibility of all organisations to assist where they can during the pandemic. MTN plays a vital role in the mobile and telecommunications industry across Africa and the Middle East, and it is vital that we assist our employees, customers and stakeholders during this difficult time," says Mcebisi Jonas, the chairman of MTN Group.

Furthermore, over R150 million will be invested in the Y'ello Hope Package for customers – that includes free SMS services, the waiving of fees for certain mobile money transactions, discounted calling during off-peak periods, zero-rating of certain health, social services and educational sites and payment concessions to our business customers.

MTN is also mobilising the work of the MTN Foundations across the markets to reach those most vulnerable through contributions towards tackling health emergencies to minimise the spread of COVID-19 (disease commodity packages and ICT services needed for health ministries and health professionals); and enabling students to remain productive by accessing vital school and university content with a total contribution of at least R50 million, says the telco.

Source [edited]: <https://www.itweb.co.za/content/KA3WwMdDgAnMrydZ>

**QUESTION 1****[25 marks]**

1.1 Define and explain the discipline of strategic communication and explain how its approach to communication differs from the previous practice by communication professionals. Your explanation should address the concept of purpose.

(10 marks)

1.2 Do you believe that MTN has practiced strategic communication in their communication about their proposed relief efforts as an organisation? Explain your answer, making use of relevant examples from the case study.

(15 marks)

**AND/OR**

**QUESTION 2****[25 marks]**

- 2.1 Name and explain TWO (2) of the drivers of strategic communication as a discipline. (15 marks)
- 2.2 Using the case study, explain how the drivers you have discussed in **2a.** are relevant to the communication by MTN. Support your answer with relevant examples from the case study. (10 marks)

**AND/OR****QUESTION 3****[25 marks]**

If you were appointed as MTN's strategic communicator, what FIVE (5) responsibilities do you believe your role and purpose would be for the organisation?

**SECTION A-50 MARKS**

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**SECTION B – ANSWER BOTH QUESTIONS****QUESTION 4****[25 marks]**

From the case study, identify and explain how any THREE (3) of the EIGHT (8) shifts which characterise strategic communication, are reflected in the proposed changes by the organisation. Your answer should include an explanation of each identified shift and how it applies to the organisation and its stakeholders.

**AND****QUESTION 5****[25 marks]**

Discuss how technologies have brought about strategic communication in organisations, through the way that communication professionals communicate with their stakeholders.

**SECTION B- 50 MARKS**

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**TOTAL: 100 MARKS**