UNIVERSITY OF JOHANNESBURG

FACULTY	: Humanities
DEPARTMENT	: Strategic Communication
CAMPUS	: APB
MODULE	: MED2BB2 Media 2B
SEMESTER	: Second
EXAM	: **SSA 21 January 2021**

DATE	: 21 January 2021	**SESSION**	: 08:00
ASSESSORS	: PROF E LUBINGA		
MODERATOR	: DR M PRITCHARD		
DURATION	: 48 HOURS	**MARKS**	: 100

NUMBER OF PAGES: 4 PAGES

INSTRUCTIONS:

1. Answer all questions
2. Number your answers clearly.
3. Bulleted answers will not be marked.
4. In your discussions, do not repeat any of the statements which form part of the questions.
5. You have 48 hours to prepare, answer and complete this exam from 21 January 2021 (8am) till 21 January 2021 (8am). All submissions, except with prior arrangement will be done via BlackBoard in Word document format.
6. 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.

7. You may conduct additional research on the issues covered in the case study, but must use the case study as the primary source.
8. All submissions must include an assignment cover page with your student details included.
9. The exam link will be shared via announcement on 21 January 2021 at the start time of the exam session/period.
10. You may not email lecturers about the exam questions to solicit assistance, nor may you collaborate with other students on your exam.
11. Be aware that similarity reports (TurnItIn) will be used to check the originality of your answers, and your answers against those of other students.
12. Given that you have 48 hours to answer and submit your exam, no excuses (outside of prior arrangement before the exam commences) will be accepted.

HONESTY PLEDGE

This is a compulsory question that needs to be answered before continuing with the remainder of the assessment.

•   I agree to be honest when answering questions during this assessment.

•   I will not copy and paste content from the internet, or the lecturer's slides, or from handouts, or textbooks or anywhere else and present this as if it is my own work.

•   I understand what plagiarism entails. All the work I submit for assessment is my own work or work created by the students in the mini-agency.

•   To make sure that you understand the importance of plagiarism, please watch this helpful video: https://www.youtube.com/watch?v=reGGPUrEsC0.

•   I hereby pledge that I have read and will abide by all UJ's rules and policies for all my assessments, whether submitted via Blackboard or via email or elsewhere. By using the Blackboard platform, any work submitted is subject to UJ's policy on Plagiarism and UJ's Online (Academic) rules and regulations, confirming that the work being submitted conforms and complies with these policies as well as any other policy that might be applicable. In the event that it is found that a student has contravened these policies, a student will be subject to disciplinary action in terms of UJ's policies in this regard.

By submitting your exam project to be evaluated you agree with above statements.

LOOK AT THE IMAGES BELOW AND ANSWER QUESTION 1.
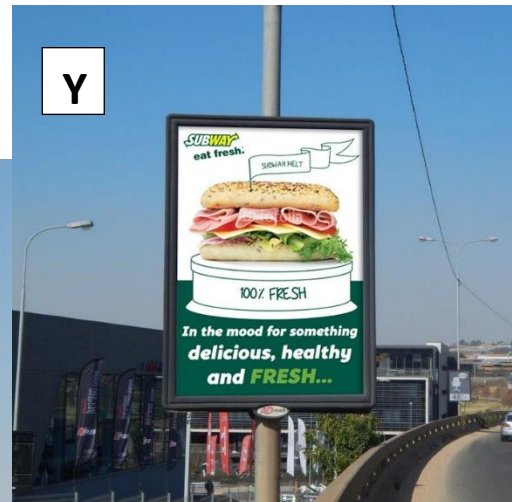
QUESTION 1   **[40 marks]**

1.1 Supposing you were the advertising consultant for MacDonald's and Subway, recommend the most effective way in which each of the TWO (2) brands could best use the advertising process, in a different way. The advertising process includes the source, message, channel, audience and destination. Clearly motivate for your answer when providing your own specific examples for each brand.

1.2 When analysing the brand, channel, message and the destination, what are the differences between MacDonald's and Subway's advertising processes in images X and Y? Give your own examples of each when motivating your answer.

AND

QUESTION 2:Use the case study below to answer question 2   [30 marks]

How Takealot crushed Makro

Takealot is South Africa's largest online shopping platform, with over 2,000 employees and sales of around R1 billion per month. Takealot is owned by Naspers and operates the country's top ecommerce platforms – Takealot.com, Superbalist.com, and Mr D Food. The latest **Naspers results** showed that **Takealot extended its leadership** in the South African ecommerce market with 46% year-on-year growth in Gross Merchandise Volume (GMV).One of the main drivers behind this growth was Takealot's marketplace business, which grew GMV by 77% over the last year. Takealot's

dominance is no coincidence. Since its launch in June 2011, it focussed on the most important aspect of any online business – logistics. Its acquisition of Mr Delivery in 2014 gave the business ownership over its own logistics network through the Takealot Delivery Team division – formerly Mr D Courier. Takealot scaled up its delivery capability since the acquisition and currently offers unrivalled service levels and support.

Source: https://mybroadband.co.za/news/business/361712-how-takealot-crushed-makro.html.

2.1 Takealot.com together with subsidiaries Superbalist.com, and Mr D Food represent changes caused by e-marketing to distribution. Discuss the importance of distribution in the marketing mix within the context of e-marketing for Takealot.com, Superbalist.com, and Mr D Food. Give your own relevant examples to support your answer..   (15 marks)

2.2 How can Takealot.com, Superbalist.com, and Mr D Food use different types of dynamic pricing in their e-marketing strategies? Give your own, detailed recommendations for each brand to support your answer.   (15 marks)

AND

QUESTION 3   **[30 marks]**
Critically describe a recent, viral marketing campaign executed by a South African brand of your choice. Your answer also needs to include:
- A motivation of why you think the viral marketing campaign was effective or not? Give examples to illustrate your answer.
- Who the target market of the viral marketing campaign was?
- Which elements of viral marketing were used in the campaign and whether they were affective?
- How the viral marketing campaign could be executed differently? Motivate your recommendations by giving clear and specific examples.

TOTAL: 100 MARKS