



<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>	: 2021

<u>DATE</u>	: 23 JUNE 2021	<u>SESSION</u>	: ONLINE
<u>ASSESSOR(S)</u>	MR EM : MOTLOUTSI		
<u>MODERATOR</u>	: PROF E LUBINGA		
<u>DURATION</u>	: 7 DAYS	<u>MARKS</u>	: 100

INSTRUCTIONS

1. Read the case study carefully and answer the questions accordingly.
2. Answer both questions 1 and 2 in this paper.
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 **7 DAYS** to prepare, answer and complete this exam from 15 June 2020 (10h00) till 23 June 2020 (23h00). All submissions, except with prior arrangement will be done via BlackBoard in Word document format.
6. Please note that this is an assessment, 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. All submissions must include an assignment cover page with your student details included.

8. The assessment link will be shared via announcement on 15 June 2021.
 9. You may not email the lecturer about the assessment questions to solicit assistance, nor may you collaborate with other students on your assessment.
 10. 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 Questions 1 and 2**QUESTION 1****COCA-COLA INTRODUCES CAPPY BURST:**

In South Africa, we work with two bottling partners to make our drinks and distribute them to the market - Coca-Cola Beverages South Africa (part of Coca-Cola Beverages Africa) and Coca-Cola Peninsula Beverages. On this page, you'll also be able to view our social economic impact assessment reports to get a better understanding of the impact our business has on South Africa's economy and environment.

Source: <https://www.coca-cola.co.za/know-us-better/about-us-in-sa>

1.1 With reference to the article above, identify TEN (10) criteria of an authentic brand. (35)

1.2 Discuss whether in your opinion Coca Cola is an authentic brand and motivate your answer with examples from the article. (15)

TOTAL (50)

AND**QUESTION 2**

A corporate brand is an explicit promise between an organisation and its key stakeholder groups. It is therefore important that all company constituencies keep this promise.

2.1 In your opinion, discuss whether or not Coca Cola and its Stakeholders keep this promise. (10)

2.2 In your own words explain how a product brand differs from corporate brand (25)

2.3 Discuss what makes Coca-Cola a successful brand, Motivate your answer with specific example from the articles (15)

Total [50]

GRAND TOTAL (100)