



<u>FACULTY</u>	: Humanities
<u>DEPARTMENT</u>	: Strategic Communication
<u>CAMPUS</u>	: APB
<u>MODULE</u>	: Strategi Communication 1B (SCC/SCM1BB1)
<u>SEMESTER</u>	: Second
<u>ASSESSMENT</u>	: 26 October 23h59

<u>DATE</u>	: 26 October 2021	<u>SESSION</u>	: ONLINE
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<u>ASSESSOR(S)</u>	MR ELMON : MOTLOUTSI
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<u>MODERATOR</u>	DR CORNE : MEINTJES
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<u>DURATION</u>	TAKE-HOME : ASSESSMENT	<u>MARKS</u>	: 100
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1. HONESTY PLEDGE

I agree to be honest when answering questions during this assessment. I agree not to receive any help from anyone else when answering questions and that the answers contain my own ideas and words. Therefore, I will not copy and paste content from the internet, the lecturer's slides, handouts, textbooks, or anywhere else and present it as if it is my own work. To this end, I understand what plagiarism is. All the work I submit for assessment is my own work.

To ensure that you understand the importance of plagiarism, please [watch this helpful video](#).

I now pledge to read and abide by UJ's rules and policies for all my assessments, whether submitted via Blackboard, e-mail or elsewhere. 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 any other policy that might be applicable. If 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.

Do you agree to uphold the honesty pledge? (Tick the correct box)

YES	NO
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QUESTION 1

Use the South African Bureau of Standards Case Study to answer the questions below. Follow the link for more information about SABS.

SABS - ABOUT SABS OVERVIEW



75 YEARS OF QUALITY ASSURANCE

The South African Bureau of Standards (SABS) was founded 75 years ago, September 1945. At the time, the massive post-war rebuilding effort by the major powers was undertaken with growing recognition of the need to manufacture products to a common and agreed set of standards. Standardisation facilitated and enhanced international trade, offering objective benchmarks to ensure minimum safety and performance integrity of products, and improve applicability across a range of national markets.

SABS was established as South Africa's national standardisation body and was soon playing a valuable role in the country's development.

<https://www.sabs.co.za/About-SABS/index.asp>

QUESTION 1

- 1.1 Define the term stakeholder. [5]
- 1.2 Identify and list the Stakeholders of the South African Bureau of Standards in terms of the international and Regional classification. [10]
- 1.3 Identify and list from SABS website the four roles of the SABS in the South African Economy [8]
- 1.4 In your own words define stakeholder engagement. [7]
- 1.5 Identify and describe the four Stakeholder Engagement Perspectives. [10]

QUESTION 2

- 2.1 Identify and list the five key assumptions of organisational culture. [10]
- 2.2 Identify and describe with examples the relationship between organisational culture and communication. [10]

2.3 Your company based in Zambia just moved to South Africa to open a new branch. You are the only South African in the management team, and your role is to orientate others about South Africa. Explain the concept of the Black Economic Empowerment, Rainbow nation and Ubuntu and how these affect business practices in South Africa with practical examples. [20]

2.4 Provide a short reflection of the module in one paragraph. [10]

Grand Total [100]

CONTENT 75		Mark Allocation
Question 1 Define the term stakeholder.	<ul style="list-style-type: none"> Define what the term stakeholder mean and cite relevant source 	5
Identify and list the Stakeholders of the South African Bureau of Standards in terms of the international and Regional classification.	<ul style="list-style-type: none"> Identify the stakeholders of SABS, refer to the webiste using the link provided above. 	10
Identify and list from SABS website the four roles of the SABS in the South African Economy	Summarise the four strategic roles of the SABS, do not copy and paste from the website.	8
In your own words define stakeholder engagement.	Define what the term stakeholder engagment mean. You can use the defination from the reading. Reference.	7
Identify and describe the four Stakeholder Engagement Perspectives.	Identify each perspective and provide a short description. Your answer should not be more than two three lines.	10
Identify and list the five key assumptions of organisational culture.	List the five key assumptions of organisational culture. Marks will be deducted if you do not cite your sources.	10
Identify and describe with examples the relationship between organisational culture and communication		10
Your company based in Zambia just moved to South	You need to conduct desktop research in order to understand these	20

Africa to open a new branch. You are the only South African in the management team, and your role is to orientate others about South Africa. Explain the concept of the Rainbow nation and Ubuntu and how these affect business practices in South Africa with practical examples	three concepts. Do not copy and paste from your sources.	
Provide a short reflection of the module in one paragraph.	Reflect on what you learnt from the module.	10
TECHNICAL CARE (10)		10
Font, margins and line spacing	Arial 11, left and right margins set to 2cm; top & bottom margins set at 2.54cm and line spacing is set 1.5. • Pages are justified, if they are not in tables	
Figures or diagrams in the document	Only high-resolution images can be used if sourced online. Blurred images appear unprofessional and are difficult to read • Ensure that all figures have borders and look professional, all images from the web needs to have a correct source	
Page numbering	Page numbers are set at bottom right, also in font arial	
Spelling, grammar, punctuation and sentence construction	• Spelling is set as English South Africa and NOT spelling USA • Writing is academic and personal pronouns are not used insofar possible • Do not use “et al.” (that is always in italics) if you did not cite the full source the first time	

	<ul style="list-style-type: none"> • Sentences should not be longer than 3 lines • You need to provide evidence that you consulted the academic writing centre at least once • Ensure that headings are numbered correctly and that they are NOT indented. 	
SafeAssign Report	<ul style="list-style-type: none"> • All documents will be submitted online • Please ensure that you submit your document in Microsoft Word or PDF format • The assessment will be done in terms of the rubric provided 	