PROGRAM : BA Strategic Communication
            Marketing Communication & Corporate Communication

SUBJECT : Strategic Communication 1B Theory

CODE : SCC1BB1/ OSW1B21/ SCM1BB1/ ADV1B21

DATE : NOVEMBER 2015

DURATION : 2 HOURS

TOTAL MARKS : 100

EXAMINER : DR C DAVIS

MODERATOR : MRS D RAAFF

NUMBER OF PAGES : TWO

INSTRUCTIONS: 1. Choose ANY TWO (2) of the three (3) questions to answer.

2. You may answer the questions in any order, as long as you clearly mark the questions.

3. Be guided by the mark allocation for each question.
QUESTION 1

Swart (2012) says that, “to meet the challenges of the new millennium, organisations adopted a more humanistic and holistic approach, characterised by a focus on the human element in the organisation and an integrated approach to communication activities”. Refer to the Vodacom Foundation’s Communities Report (2013), to discuss whether, in your opinion, Vodacom builds and maintains successful stakeholder relationships. Include the following headings in your answer:

1.1 The indicators of relationship dimensions that are evident in Vodacom’s report
1.2 The key principles that, in your opinion, may contribute to the building of long-term relationships between Vodacom and its stakeholders
1.3 Whether Vodacom, in your opinion, meets the requirements for the effective management of stakeholder relationships
1.4 Some of the major challenges, in your opinion, for Vodacom to manage effective stakeholder relationships

AND/OR

QUESTION 2

Building successful organisation-public relationships requires, among other things, an understanding of cultural diversity and the development of intercultural sensitivity. Discuss whether or not, in your opinion, Vodacom’s communication with its stakeholders accommodates the cultural diversity in South Africa by referring to the following in your answer:

2.1 The key dimensions of intercultural communication
2.2 The characteristics of different cultures
2.3 Strategies for developing intercultural sensitivity that Vodacom does or does not employ, in your opinion
2.4 How Vodacom, in your opinion, addresses or does not address, the challenges for building successful organisation-public relationships that cultural diversity presents

AND/OR

QUESTION 3

Christensen, Morsing and Cheney (2008:208) say that stories can become important to management to develop specific organisational cultures. Discuss how Vodacom’s Communities Report can be utilised to facilitate storytelling among employees, to develop its organisational culture and to create value through encouraging employee dialogue. Structure your answer under the following headings:

3.1 The definition and description of organisational culture
3.2 Storytelling as a method to develop organisational culture
3.3 How Vodacom can employ a dialogical approach to understanding relationships between its internal stakeholders
3.4 How Vodacom can create shared value within the organisation through employee dialogue

TOTAL: 100 MARKS