

UNIVERSITY OF SWAZILAND  
FACULTY OF COMMERCE  
DEPARTMENT OF BUSINESS ADMINISTRATION  
MAIN EXAMINATION PAPER

MAY/ JUNE 2019

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TITLE OF PAPER	:	MARKETING COMMUNICATION 2
COURSE CODE	:	BUS 322 / BA 328 / BA 527
TIME ALLOWED	:	THREE (3) HOURS

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**INSTRUCTS:**

1. TOTAL NUMBER OF QUESTIONS IN THIS PAPER (6)
2. SECTION A IS COMPULSORY
3. ANSWER ANY THREE (3) QUESTIONS IN SECTION B
4. THE MARKS TO BE AWARDED FOR EACH QUESTION ARE INDICATED ALONG SIDE THE QUESTION.

**NOTE:**

MARKS WILL BE AWARDED FOR GOOD COMMUNICATION IN ENGLISH, AND FOR ORDERLY AND NEAT PRESENTATION OF WORK. FURTHER MARKS WILL BE AWARDED FOR USE OF RELEVANT EXAMPLES.

**SPECIAL REQUIREMENTS: NONE**

**THIS PAPER SHOULD NOT BE OPENED UNTIL PERMISSION TO DO SO HAS BEEN GRANTED BY THE INVIGILATOR.**

## SELLING SOUTH AFRICA AS A BRAND IS BECOMING DIFFICULT

This week I attended the Nation Brand Forum hosted by Brand South Africa, at which guests from the government and business tried to answer the question of how we can drive a positive message to the world.

Not only is this a tough question to answer but it is also an enormous task to execute. This is because few would argue that the perception of the country's brand, particularly among South Africans, is uninspiring at best

Driving a coherent and positive message about South Africa as a brand is as important as growing and transforming our economy, and creating new jobs.

All these are inextricably linked to what we, as South Africans, and the rest of the world think about the country.

If investors and tourists harbour positive perception about our country, it will be much easier to sell the most southern tip of Africa as a destination for money and pleasure.

A positive message would also help South African brands thrive on the international market. Experts in marketing and advertising will tell you that what consumers think about your brand is paramount.

In simple terms, a brand is not necessarily what it is, but what your customers believe it is.

Nowadays, it would be difficult to find anyone who can argue that our nation brand is not in a tough space.

Our country has just emerged from recession, our sovereign rating is in sub investment grade, our competitiveness, as tallied by the World Economic Forum, has plummeted, the unemployment rate is the highest in a decade and a half, and our government is having to spend tax money to save state-owned companies instead of delivering better services. And in one paragraph, I, too, have just talked down my own country. Although these are well-documented facts, it cannot be how I want to brand my South Africa.

But how do you strike the balance? How do you acknowledge all the challenges yet market the positives?

An anecdote by one of the speakers at the Nation Brand Forum put in perspective how messages regarding South Africa can impact on our brand.

Imtiaz Patel, group CEO of MultiChoice, has been living in Dubai for a couple of months. Patel said when he is away he is glued to South African news sites to keep up with what's happening at home.

“Reading a piece of bad news about the country, when you are living in South Africa is okay. But when you read that same piece and you are away, it feels like South Africa has fallen off the cliff.

“Because when you are back home, you have other South Africans to talk to, and get proper perspective on things. But when you are in a foreign country, it is a different story altogether.

“Brand perception is an emotion, and we need to ask ourselves how we create good perceptions about our country, “said Patel.

If Patel can be jarred out of his chair by a piece of bad news about his home country, how much more would it affect a tourist? I don't know when exactly South Africa dropped the ball, but after 1994 the country sent out a good message that we were “alive with possibility “as a “rainbow nation” and a “gateway to Africa”.

Whether those statements were true or not does not matter. What matters is that we had 55 million ambassadors who drove that message.

What is our message today?

We are the best country in the world to visit. We have a very entrepreneurial business sector that thrives on execution. How else can you explain the growth of MTN, Shoprite and Multichoice into the rest of Africa? We have the most advanced economy on the continent, yet we spend more time on the negatives than the positives. Why?

Because we are not in a good space. We do not have a common message or identity. We also have a government that seems to spend more time putting out fires and resolving battles than governing

. Like my beloved Liverpool, before we can expect to win against the fierce competition from all other emerging countries, we need to fix our defence. We make way too many unforced errors and score too many own goals as a country.

It is only then that the positives will actually stand out and make us win.

Andile Khumalo. Business opinion. Business Times. Sunday Times. 8th October,2017.  
Page 10.

## SECTION A

Q.1 What are the major negative factors pulling down brand South Africa ?

(10 marks)

Q.2 The positives about brand South Africa need to be amplified. Discuss the positives.

(10 marks)

Q.3 Brand Swaziland also has negatives and positives .Explain these.

(20 marks)

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40 MARKS

### SECTION B

Q.1 Brand adoption is very important for any company. Discuss the brand characteristics that facilitate brand acceptance

(20 marks).

Q.2 The brand naming process is crucial for the success of a new brand. Discuss with examples

(20 marks)

Q.3 Describe with the use of good examples the different types of On – Premise signs

(20 marks).

Q.4 Advertising is not just the company being smart or clever. What are the objectives / functions of advertising.

(20 marks)

Q.5 Describe the organizational structure of a typical Advertising Agency.

(20 marks)

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60 MARKS

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TOTAL 100 MARKS  
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