

KIBABII UNIVERSITY



UNIVERSITY EXAMINATIONS 2020/2021 ACADEMIC YEAR FOURTH YEAR SECOND SEMESTER

MAIN EXAMINATION

FOR THE DEGREE OF BACHELOR OF COMMERCE
COURSE CODE: BCM 428

COURSE TITLE: BRAND MANAGEMENT STRATEGY

DATE: 08/10/2021

TIME: ~~2.00 – 4.00PM~~

9.00 – 11.00AM

INSTRUCTION TO CANDIDATES

- 1) The paper contains FIVE questions
- 2) Attempt THREE questions
- 3) Question ONE is Compulsory

TIME: 2 Hours

KIBU observes ZERO tolerance to examination cheating

QUESTION ONE (30 MARKS)

Ivan, an entrepreneur of good reputation intends to start a company which manufactures a chain of products. The company intends to engage 200 workers to help it achieve this objective. The company, to be named Delight Company Limited is also in need of a Marketing manager to improve on its line products. Recently you were recruited as the company's marketing manager.

Required:

- a) Identify and explain different types of branding strategies that may add value to Delight company (10 marks)
- b) Advise the company on the systematic process that may be used to create, communicate and strengthen its brand (10 marks)
- c) Explain how Delight company would benefit from effective branding (10 marks)

QUESTION TWO (20 MARKS)

Write explanatory notes on:

- a) Brand associations (10 marks)
- b) Brand positioning (10 marks)

QUESTION THREE (20 MARKS)

- a) The recognition of product quality has an influence on consumer purchasing behaviour. Explain how an organization can benefit from quality branding (10 marks)
- b) Discuss the factors to consider when choosing brand elements (10 marks)

QUESTION FOUR (20 MARKS)

Management of brand equity should be considered as a formal component of corporate strategy and as such is a construct of marketing effectiveness.

- a) Explain steps that can help building brand equity. (10 marks)
- b) Explain five reasons why brand building is vital to a business (10 marks)

QUESTION FIVE (20 MARKS)

5a) Discuss challenges facing branding and marketing managers in Kenya (10 marks)

b) Explain the relationship of an effective branding with the overall performance of an organization (10 marks)