

CHUKA



UNIVERSITY

## UNIVERSITY EXAMINATIONS

EXAMINATION FOR THE AWARD OF DEGREE OF BACHELOR OF  
COMMERCE

BCOM 422: BRAND MANAGEMENT

STREAMS: ODEL

TIME: 2 HOURS

DAY/DATE: THURSDAY 07/10/2021

2.30 P.M. – 4.30 P.M.

**INSTRUCTIONS****Answer question one any other two questions****Question one**

“Brand firms that view consumers as statistics will eventually fall by the wayside”. The world around us is transforming at an incredible pace, impacting how consumers engage with everything around them, and that includes brands. The digital age continues to transform the way we live, shop and pay-including how and where brands show up. By redefining the way they engage with consumers, brands can establish more meaningful relationships with them. A brand needs to connect to people on several levels and be able to appeal to their various senses, therefore the need to continued transformation and innovation cannot be overstated.

- a) The author quotes, ‘By redefining the way they engage with consumers, brands can establish more meaningful relationships with them’. Explain the importance of branding to a firm. (10 marks)
- b) Explain the elements of brand association that help in connecting and establishing a strong brand. (10 marks)
- c) “The digital age continues to transform the way we live, shop and pay-including how and where brands show up.” Discuss the influence of technology in brand building. (10 marks)

**Question two**

- a) Discuss the five major brand equity asset categories. (10 marks)
- b) Explain the benefits of a strong brand to a firm. (10 marks)

**Question three**

- a) Today's markets, from tyres to clothes to computers, are becoming increasingly value-centred. Discuss the reasons behind this consumer trend towards value. (12 marks)
- b) Discuss four dimensions of a brand. (8 marks)

**Question four**

- a) Marketers are usually the brand custodians and must differentiate their brands to build customer preference. Explain the elements of brand architectures that help in meeting this objective. (12 marks)
  - b) Discuss how a firm in the service sector can position their brand in the lives of their customers. (8 marks)
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