

CHUKA



UNIVERSITY

UNIVERSITY EXAMINATIONS

EXAMINATION FOR THE AWARD OF DEGREE OF BACHELOR OF COMMERCE

BCOM 422: BRAND MANAGEMENT

STREAMS:BCOM Y4S1

TIME: 2 HOURS

DAY/DATE: MONDAY 20/09/2021

2.30 P.M – 4.30 P.M

INSTRUCTIONS

Answer question one and any other two questions

QUESTION ONE

Read the below case study and answer the questions that follow;

In the 20th century, as the bargaining power shifted from manufacturers to retailers, one thing remained constant throughout: importance of brands and branding. Supported by rising disposable incomes of middle class families and the desire of individuals to exude a particular identity, brands proliferated in the marketplace from the 1950s. This phenomenon was carried into the 21st century, as companies used branding as the primary tool to combat the dilemma of product commoditization. Strong brands do represent an opportunity for companies to charge a premium price and add to the bottom line. But with an ever increasing number of brands out to grab customer attention, the difficulty of building strong brands has escalated and at the same time the effectiveness of traditional branding efforts has nose-dived. Today, innovative and customized branding efforts have become the name of the game.

- (a) Explain the benefits of a strong brand to a firm. [10 marks]
- (b) Discuss the challenges facing Kenyan firms in building and sustaining competitive brands. [10 marks]

- (c) Marketers are usually the brand custodians and must differentiate their brands to build customer preference. Explain five elements of brand architecture that help in meeting this objective. [10 marks]

QUESTION TWO

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

QUESTION THREE

- (a) To manage a brand successfully, marketers need to understand consumers' perceptions of it. Explain the concept of customer based brand equity and outline the elements of brand Equity. [12 marks]
- (b) Discuss the kind of entities a brand can be linked to in order to create strong, unique and favorable secondary brand associations. [8 marks]

QUESTION FOUR

Brand managers have to strive to optimize brand equity across all brands and products sold by a company.

- (a) Discuss how a firm can create brand identity [8 marks]
- (b) Discuss how pricing, channel, product and promotion strategies can build brand equity by favorably influencing brand image. [12 marks]
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