

CHUKA



UNIVERSITY

UNIVERSITY EXAMINATIONS

FOURTH YEAR EXAMINATION FOR THE AWARD OF DEGREE OF BACHELOR OF COMMERCE

BCOM 422: BRAND MANAGEMENT

STREAMS: Y4 S1

TIME: 2 HOURS

DAY/DATE: WEDNESDAY 24/3/2021

8.30 AM – 10.30 AM

INSTRUCTIONS:

- Answer question ONE (Compulsory) and any other TWO
- Do not write anything in the question paper.

QUESTION ONE

In the last two decades, brands have become the main tool of communicating and sustaining a company. Brand represent a strong identity and a clear role of the company in the world. Passive brand identities will not remain relevant for long. A brand needs to connect to people on several levels and be able to appeal to their various senses; therefore the need for continued transformation and innovation cannot be overstated.

- Explain the benefits of a strong brand to the company. [8 Marks]
- Explain the value of Brand Associations. [6 Marks]
- Discuss how a firm can create brand personality. [6 Marks]
- Explain the challenges facing companies in Kenya in developing and sustaining competitive brands. [10 Marks]

QUESTION TWO

- “ A man is known by the company he keeps”
 - Explain the meaning of Brand positioning. [4 Marks]
 - Discuss the role of marketing communication in creating and maintaining brand associations. [8 Marks]
- Discuss the four major brand equity asset categories. [8 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

You have been appointed as a brand manager of a new firm in the soft industry. From your research, you have realized that there is stiff competition in the industry, and the only way to penetrate the market is by building a strong brand identity for the company. Develop a brand identity system for the firm, clearly outlining the set of unique brand associations to be created for competitive advantage. [20 Marks]

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