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CHUKA



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**UNIVERSITY EXAMINATIONS.**

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

**BCOM 422: BRAND MANAGEMENT**

**STREAMS: BCOM Y4S1**

**TIME: 2 HOURS**

**DAY/DATE: WEDNESDAY 5/12/2018**

**11.30 A.M - 1.30 P.M**

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**INSTRUCTIONS:**

- **Answer Question ONE and any other TWO Questions**
- **Do not write anything on the question paper**

**QUESTION ONE (CASE STUDY)**

Read the below case study and answer the questions that follow

**Future Success of Corporate Branding Lies in User Analytics**

The last couple of years have seen a number of startups companies the world over disrupt several industries through innovative product underpinned by shift in business model, technological advancement among other factors. Successful companies such as Safaricom, Equity Bank, Uber have one thing in common; they look beyond product and service features, functions and performance but strive to understand the real meaning users give to things. This is called design driven innovation.

Successful companies in Kenya and Africa from a pedestrian point of view are not your average incumbent organization; they are all newcomers and seem to have common trend although they operate in different industries. Two factors that drive them are design driven innovation combined with new age digital branding.

New digital goes beyond ad hoc posting stuff on your website and social media pages but looks to engaging customers strategically in continuous conversation. Successful digital brands don't just post advertisement on social media and website to position their brands in the minds of customer; their focus is positioning their brands in the lives of their customers.

Further they don't just post about their products and services online, they engage customers more as users than buyers directing their investments away from pre-purchase promotions to post-

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purchase user experience and advocacy. Incumbent brands although perform well on average due to the fact that they have existed for a long time and have, therefore, diversified their portfolio prefer to advertise and engage customers through traditional media, which contrast to fast rising digital brands that are more often discovered via social media and direct word of mouth.

Successful digital brands focus on user experience and creating demand for product or service use contrasting incumbents who are focused on advertising to create demand for their products or services. Companies looking to exploit the branding potential unlocked by core digital technologies need to make the shift in their engagement with customer-from purchase to usage. These changes fundamentally require re-thinking strategy organization, investment, and measurement.

### Questions:

- (a) Explain the meaning of corporate branding, and outline its benefits to a firm. [8 Marks]
- (b) Discuss the environmental variables influencing branding by companies in Kenya. [8 Marks]
- (c) The author quotes “Successful digital brands don’t jut post advertisement on social media and website to position their brands in the minds of the customer; their focus is positioning their brands in the lives of their customers”. Discuss this statement. [6 Marks]
- (d) Other than promotional strategy through advertising, explain other branding strategies that firms can use for competitive advantage. [8 Marks]

### QUESTION TWO

Brand identity is critical for the success of any product/service of a company.

- (i) Explain the meaning of brand identity. [4 Marks]
- (ii) Discuss the dimensions of brand as;
  - (a) A product [4 Marks]
  - (b) An organization [4 Marks]
  - (c) A symbol [4 Marks]
  - (d) A person [4 Marks]

### QUESTION THREE

You have been approached by Maji Moto Company Ltd dealing in metal products to advise the company management on the below branding issues:

- (a) The brand equity asset categories that the firm can use to add to the value provided by its products. [10 Marks]
- (b) The techniques the company management can use to create and maintain brand loyalty. [10 Marks]

**QUESTION FOUR**

(a) Marketers are usually the brand custodians and must differentiate their brands to build customer preference. Explain the elements of brand architecture that helps in meeting this objective. [12 Marks]

(b) By the use of practical examples, discuss the various set of human characteristics associated with a brand. [8 Marks]

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