

CHUKA



UNIVERSITY

**UNIVERSITY EXAMINATIONS
RESIT/SPECIAL EXAMINATION**

**EXAMINATION FOR THE AWARD OF DEGREE OF BACHELOR OF CATERING
AND HOTEL MANAGEMENT**

BCHM 373: BRAND MANAGEMENT

STREAMS: BCHM (Y3S2)

TIME: 2 HOURS

DAY/DATE: THURSDAY 26/07/2018

2.30 P.M. – 4.30 P.M.

INSTRUCTIONS

- Answer all questions in section A
- Choose TWO questions in section B

SECTION A: ANSWER ALL QUESTIONS (30 MARKS)

1. Briefly explain the impact of product brands on hospitality product consumption. (5 marks)
2. Briefly explain the challenges facing brand implementation in hospitality businesses. (5 marks).
3. Describe the changing responsibilities of brand managers in the modern hospitality business. (5 marks)
4. Briefly explain the importance of a brand prototype. (5 marks)
5. Briefly explain the methods of brand communication in hotels. (5 marks)
6. Highlight how brand equity can be used to extend product benefits for companies. (5 marks)

CHOOSE ANY TWO QUESTIONS IN THIS SECTION (40 MARKS)

7. Discuss the effect of hospitality business polarization on the existing product position. (20 marks)

8. Discuss various approaches of managing a private brand in hotels. (20 marks)
 9. Explain the methods of monitoring the impact of branding on hotels growth. (20 marks)
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