

CHUKA



UNIVERSITY

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**UNIVERSITY EXAMINATIONS**

**RESIT/SPECIAL EXAMINATION**

**THIRD YEAR EXAMINATION FOR THE AWARD OF DEGREE OF BACHELOR OF  
HOTEL MANAGEMENT**

**BCHM 372: BRAND MANAGEMENT**

**STREAMS: BCHM (Y3S2)**

**TIME: 2 HOURS**

**DAY/DATE: MONDAY 01/02/2021**

**11.30 A.M – 1.30 P.M.**

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**INSTRUCTIONS**

- Answer ALL questions in SECTION A and any Two in SECTION B
- Do not write anything on the question paper

**SECTION A (30 MARKS)**

1. Using an illustration from Kenyan hospitality industry, briefly describe a hospitality brand.

[6 Marks]

2. Briefly explain the significance of branding for any three industry stakeholders. [6 Marks]

3. Differentiate between brand identity and brand image.

[6 Marks]

4. Briefly explain three common characteristics of strong hospitality brands.

[6 Marks]

5. Highlight the tools you would propose to measure the brand performance. [6 Marks]

**SECTION B (30 MARKS)**

6. a) As a manager for a newly open leisure park, in developing a strong brand discuss four types of consumer brand judgments you would strive to achieve. [12 Marks]

- b) Examines four types of emotional responses the brand would seek to evoke from the customers. [8 Marks]

7. a) In order to achieve a favorable brand judgment for a fast-food restaurant, discuss the brand attributes and benefits you would seek to develop. [10 Marks]

- b) Discuss how you would develop an effective communication program for a new brand of a fast-food outlet. [10 Marks]

8. A strong brand is dependent on effective development of the brand elements.

- a) Using relevant illustrations, discuss any four main elements you would consider in branding a fast-food chain. [10 Marks]

- b) Examine the factors to consider in choosing the brand elements. [10 Marks]
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