

CHUKA



UNIVERSITY

UNIVERSITY EXAMINATIONS

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 06/04/2020

8.30 A.M. – 10.30 A.M.

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. Briefly explain any three opportunities with branding to hospitality operations [6 marks]
2. Briefly explain any three branding challenges for hospitality operations [6 marks]
3. Differentiate between brand identify and brand positioning [6 marks]
4. Strong brands exhibits the ‘three C’s’ of branding. Briefly explain [6 marks]
5. Highlight the tools you would propose to measure the brand performance [6 marks]

SECTION B (40 MARKS)

6. (a) Discuss the role of employees in ensuring a strong hospitality brand [10 marks]
(b) Explain the significance of branding to both the business and consumers in the hospitality industry [10 marks]
7. (a) High customer-based brand equity levels are known to lead to higher consumer preferences and purchase intentions. Discuss the four main pillars in

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building this brand equity for hospitality operations.

[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 budget hotel facility [10

marks]

- (b) Discuss the criteria to follow in determining the most appropriate brand elements for the facility [10

marks]
