

CHUKA



UNIVERSITY

UNIVERSITY EXAMINATIONS

EXAMINATION FOR THE AWARD OF DEGREE OF BACHELOR OF
COMMERCE

BCOM 422: BRAND MANAGEMENT

STREAMS: BCOM (Y4S1) (ODEL)

TIME: 2 HOURS

DAY/DATE: WEDNESDAY 07/08/2024

8.30 A.M. – 10.30 A.M.

INSTRUCTIONS:

- Question one is compulsory and any other two questions

Question One

"Brand firms that view consumers as statistics will eventually fall by the wayside". The world around us is transforming at an incredible pace, impacting how consumers engage with everything around them, and that includes brands. The digital age continues to transform the way we live, shop and pay-including how and where brands show up. By redefining the way, they engage with consumers, brands can establish more meaningful relationships with them. 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.

- a) The author quotes, 'By redefining the way they engage with consumers, brands can establish more meaningful relationships with them'. Explain the importance of a brand to a firm. (10 marks)
- b) Explain the elements of brand association that help in connecting and establishing a strong brand. (10 marks)
- c) "The digital age continues to transform the way we live, shop and pay-including how and where brands show up" Discuss the influence of technology in brand building. (10 marks)

Question Two

- a) Discuss the Five major brand equity asset categories. (10 marks)
- b) Discuss the challenges facing firms in the public sector in building and sustaining competitive brands. (10 marks)

Question Three

- a) Discuss the dimensions of brand as a product to be included in a company's marketing strategy. (10 marks)
- b) Explain how a firm can create brand identity (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 help in meeting this objective. (12 marks)
- b) Discuss how a firm in the service sector can position their brand in the lives of their customers. (8 marks)

.....