

CHUKA



UNIVERSITY

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BCHM 474: BRAND MANAGEMENT

STREAMS: BCHM Y4S1

TIME:2 HOURS

DAY/DATE: TUESDAY 17/12/2024

2.30 P.M. –4.30 P.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. A hospitality brand is a representation of important aspects of the establishment. With relevant illustrations support this statement. [6 Marks]
2. Describe any four benefits of hospitality brands to the clients. [6 Marks]
3. Briefly explain the three Cs of branding for hospitality establishments. [6 Marks]
4. Using four important relevant illustrations, demonstrate why branding for hospitality businesses is more difficult than ever. [6 Marks]
5. Illustrate four important elements or identities for a fast-food brand. [6 Marks]

SECTION B (40 MARKS)

6. a) Borrowing from the brand resonance model, justify how as a branding manager in a restaurant chain can create intense and active loyalty relationships with customers. [12 Marks]
b) Propose how you would apply brand positioning model to create a space for your newly opening fast-food outlet in the market space. [8 Marks]
7. a) Support the branding elements or identities you would adopt in developing a strong brand for your hotel business. [10 Marks]

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- b) Examine the important considerations guiding segmentation and target market decisions when developing a hospitality establishments' branding strategy. [10 Marks]
8. a) Discuss the concept of brand value chain in the context of hospitality brands. [8 Marks]
- b) In maintaining a strong brand, brand exploration is an important task for the management. As a restaurant manager, examine how you would you would perform this noble task for your brand. [12 Marks]
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