



TECHNICAL UNIVERSITY OF MOMBASA
Faculty of Business and Social Studies

DEPARTMENT OF BUSINESS STUDIES

UNIVERSITY EXAMINATIONS FOR DEGREE IN
BACHELOR OF BUSINESS ADMINISTRATION
BACHELOR OF COMMERCE

BMK 4403: BRAND MANAGEMENT

END OF SEMESTER EXAMINATIONS

SERIES: APRIL 2015

TIME: 2 HOURS

INSTRUCTIONS:

- Answer Question **ONE (Compulsory)** and any other **TWO** questions.
- Do not write on the question paper

This paper consists of Two printed pages

QUESTION 1 (Compulsory)

- a) Discuss the criteria for choosing brand elements. **(18 marks)**
- b) Differentiate between brand equity and brand valuation. **(4 marks)**
- c) What are the risks associated with using a celebrity endorser. **(8 marks)**

QUESTION 2

- a) Segmentation and target market decisions are important pre-requisites for brand positioning. Identify and discuss the criteria that serves as guides for these decisions. **(8 marks)**
- b) Discuss the components of brand building blocks. **(12 marks)**

QUESTION 3

- a) Differentiate between:
- i) Brand recognition and brand recall. **(4 marks)**
 - ii) Points-of-parity and points-of-difference. **(4 marks)**
- b) Using relevant examples, explain the various levels of meaning that can be conveyed by a brand. **(12 marks)**

QUESTION 4

- a) Discuss the advantages the branded products have over non-branded products. **(10 marks)**
- b) Other than advertising, which other tools do marketers use to build their brands? **(10 marks)**

QUESTION 5

- a) Identify and discuss the strategies available for the choice of brand name. **(12 marks)**
- b) Discuss the concepts of brand awareness and salience as descriptive measures of brand equity. **(8 marks)**