



TECHNICAL UNIVERSITY OF MOMBASA
Faculty of Business & Social Studies

DEPARTMENT OF BUSINESS STUDIES

UNIVERSITY EXAMINATIONS FOR
MASTERS IN BUSINESS ADMINISTRATION

BMK 5205: BRAND MANAGEMENT

END OF SEMESTER EXAMINATIONS

SERIES: APRIL 2015

TIME: 3 HOURS

INSTRUCTIONS:

- Attempt question **ONE (Compulsory)** and any other **THREE** questions
- Do not write on the question paper.

This paper consists of Two printed pages

QUESTION 1 (Compulsory)

- a) Explain the concept of brand equity. **(5 marks)**

- b) Discuss the strategic brand management process you would recommend to a new brand manager just hired by an organization that had brand management function before. **(10 marks)**

- c) To amateurs branding does not matter much but to marketers, branding is of significant importance to both customers and organization. Discuss this statement highlighting the importance of branding to these parties. **(10 marks)**

QUESTION 2

- a) Brand Management today is not a bed of roses as brand managers are constantly confronted by a myriad of challenges that undoubtedly require no eye blink. Discuss this statement and the challenges that confront brand managers and suggest remedial strategies of tackling the challenges. **(12 marks)**
- b) Many firms have found it necessary to market their brands internationally. Discuss the reasons which motivate these firms to market their brands in international market. **(13 marks)**

QUESTION 3

- a) With relevant examples state and explain **FIVE** main levels of a product. **(12 marks)**
- b) Explain the theory of Associative Network Memory and show how it aides brand managers in building customer based brand equity. **(13 marks)**

QUESTION 4

- a) Discuss the steps of value chain model as applied in brand management. **(13 marks)**
- b) Discuss the functions and dysfunctions of brand extension to a manufacturing firm. **(12 marks)**

QUESTION 5

- a) An international firm should strive to build not only domestic customer based brand equity but also a global customer based brand equity. As an international brand manager, explain how you would build a global customer based brand equity for an international firm. **(12 marks)**
- b) “To contribute to parent brand equity, a brand extension must strengthen or add favourable and unique associations to the parent brand and not diminish the strength, favourability or uniqueness of any existing associations”. Discuss this statement and explain **FOUR** factors on which the effects of an extension on consumer brand knowledge depend on. **(12 marks)**