



TECHNICAL UNIVERSITY OF MOMBASA

School of Business

Department of Business Administration

UNIVERSITY EXAMINATION FOR:
MASTER OF BUSINESS ADMINISTRATION
BMK 5205: BRAND MANAGEMENT
END OF SEMESTER EXAMINATION

SERIES: APRIL 2025

TIME: 3 HOURS

DATE: 7 May 2025

Instructions to Candidates

You should have the following for this examination

-Answer Booklet, examination pass and student ID

Attempt **Question One (Compulsory)** and Any Other **THREE** Questions

This paper consists of **FIVE** questions. Attempt **Choose** instruction.

Do not write on the question paper.

Question ONE: Read the case below and answer the questions that follow:

Zachuni care, a startup in the organic skincare industry, was founded with a mission to "bring ancient herbal wisdom into modern skincare." With an emphasis on being eco-friendly, cruelty-free, and culturally rooted in traditional remedies, Zachuni prides itself on offering high-quality skincare products that connect users to the rich legacy of herbal wellness. Their product line, consisting of oils, lotions, face masks, and cleansers, is formulated using sustainable, natural ingredients sourced from various indigenous herbs and plants.

To kick start their presence in the market, Zachuni invested heavily in social media campaigns, targeting a health-conscious and eco-aware demographic. Their campaigns focus on the purity of their ingredients and the cultural significance behind each product. The brand also boasts a sleek, minimalist design that appeals to millennial and Gen Z consumers.

However, despite their best efforts, Zachuni is struggling to gain traction in the crowded skincare market. Larger, legacy brands, which are well-established in the space, dominate

the industry with significant brand loyalty. Additionally, influencer-backed startups with substantial social media followings have been quick to capture the attention of Zachuni's target market. While Zachuni has seen initial interest in their products, the company is finding it difficult to differentiate itself and convert this interest into sustained sales.

- a) Identify and analyze the key branding challenges faced by Zachuni. (10 marks)
- b) Evaluate how Zachuni's brand identity aligns (or doesn't align) with its target audience and market positioning. (10 marks)
- c) Propose a revised branding strategy to help Zachuni stand out. Justify your suggestions with branding concepts. (10 marks)

Question TWO

- a) Explain the difference between brand identity and brand image. Use an example for each. (10 marks)
- b) Apply the concept of brand personality by describing how a brand of your choice reflects a specific personality type. (10 marks)

Question THREE

- a) Analyze the role of storytelling in branding. How does it affect customer perception? Use a brand example. (10 marks)
- b) Evaluate the effectiveness of co-branding with an example where it succeeded or failed. Explain the reasons behind the outcome. (10 marks)

Question FOUR

- a) Design a brand positioning statement for a hypothetical eco-friendly sneaker brand. (10 marks)
- b) Suggest two creative promotional strategies to build brand loyalty for that sneaker brand. Explain why they would work. (10 marks)

Question FIVE

- a) Define the following terms:
 - i) Brand Equity (2 marks)
 - ii) Brand Awareness (2 marks)
 - iii) Brand Extension (2 marks)
 - iv) Brand Archetypes (2 marks)
 - v) Brand Consistency (2 marks)
- b) Explain why maintaining brand consistency across platforms is essential in digital marketing. (10 marks)