



TECHNICAL UNIVERSITY OF MOMBASA

School of Business

Department of Business Administration

UNIVERSITY EXAMINATION FOR:
MASTER OF BUSINESS ADMINISTRATION
BMK 5205: BRAND MANAGEMENT
SPECIAL/SUPPLEMENTARY EXAMINATION

SERIES: JULY 2025

TIME: 3 HOURS

DATE: Pick Date Jul 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:

Red Bull is somewhat of a powerhouse in the world of brand marketing. Their company-based brand marketing strategy is one of the most complete but does require a lot of budget. Running F1 teams and sponsoring extreme sports athletes doesn't come cheap but it can lead to vitality. Red Bull has always known their target market and have found a way to communicate with them. Their initial brand marketing involved finding out where their target market would hang out and hand out free products: increasing brand awareness and word-of-mouth exposure.

Now, with a much larger budget, they still perform the same style of marketing. They know where their target market will be online or what sports they enjoy and position themselves there. Be it an F1 race or an 18-year-old university student looking at skydiving content on YouTube.

- a) Explain the benefits that a power brand would bring to Redbull in the market.
(15 marks)
- b) Knowing your customer is key in branding explain how Redbull has used this strategy.
(10 marks)

- c) What are the benefits of brand association in the marketplace? (15 marks)

Question TWO

- a) What aspects of branding should one consider in building a power brand? (10 marks)
b) Explain the elements of successful brands to the in the market. (10 marks)

Question THREE

- a) State and explain these elements which have to be looked into when building a brand mission. (10 marks)
b) After a successful brand mission is created a marketer has to implement the mission. Explain how a market implements the brand mission in the market. (10 marks)

Question FOUR

- a) Brand implementation has several elements. State and explain these elements in branding. (10 marks)
b) Brand identity is very important in branding. What factors contribute to brand identity. (10 marks)

Question FIVE

- a) What factors should one consider when implementing globalization of a brand. (10 marks)
b) What are the advantages of globalizing a brand in the marketplace? (10 marks)