



# TECHNICAL UNIVERSITY OF MOMBASA

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School of Business

Department of Business Administration

## UNIVERSITY EXAMINATION FOR: BACHELOR OF BUSINESS ADMINISTRATION/BACHELOR OF COMMERCE

BMK 4403: BRAND MANAGEMENT

SPECIAL/SUPPLEMENTARY EXAMINATION

**SERIES: JULY**

**TIME: 2 HOURS**

**DATE: Jul 2025**

### **Instructions to Candidates**

You should have the following for this examination

*-Answer Booklet, examination pass and student ID*

This paper consists of five questions. Attempt question ONE (Compulsory) and any other TWO questions.

**Do not write on the question paper.**

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### **Question ONE**

- a) Discuss the six criteria for choosing brand elements. (12 marks)
- b) Marketers employ multiple communications to achieve their goals. Elucidate four branding challenges caused by the dynamic media landscape (8 marks)
- c) Brands are vital assets to companies. Explain five roles brands play for firms. (10 marks)

### **Question TWO**

- a) A brand resides in the minds and hearts of consumers. Outline five consumer perceptions that must be present for branding strategies to be successful. (10 marks)
- b) Distinguish four ways of building brand equity (10 marks)

**Question THREE**

- a) Highlight five benefits of a clear brand architecture to firms. (10 marks)
- b) Describe five means of brand differentiation (10 marks)

**Question FOUR**

- a) Companies have multiple brands in the same product category. Justify. (10 marks)
- b) Brand architecture usually defines brand roles. Explain the key brand architecture solutions (10 marks)

**Question FIVE**

- a) Among the ways used to promote a firms products is celebrity endorsements. Discuss five problems of endorsers (10 marks)
- b) Elucidate five different means by which we can leverage secondary brand associations (10 marks)