



**TECHNICAL UNIVERSITY OF MOMBASA**  
*Faculty of Business & Social Studies*

DEPARTMENT OF BUSINESS STUDIES

UNIVERSITY EXAMINATIONS FOR DEGREE IN  
BACHELOR OF BUSINESS ADMINISTRATION

**BMK 4403: BRAND MANAGEMENT**

SUPPLEMENTARY/SPECIAL EXAMINATIONS

**SERIES: MARCH 2014**

**TIME: 2 HOURS**

**INSTRUCTIONS:**

- Answer Question **ONE (Compulsory)** and any other **TWO** questions.  
***This paper consists of Two printed pages***
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**QUESTION 1 (Compulsory)**

- a) Modern marketers objective in branding is to establish long lasting brand association of the brands and the firm. Discuss the strategies used by the marketers to develop the Brand Associations for their brands. Give relevant examples in each case. **(12 marks)**
- b) Discuss **TWO** major concepts of co-branding in brands that you are familiar with. **(10 marks)**
- c) Discuss any **FOUR** major steps in Strategic Brand Management process in an industry that you are familiar with. **(8 marks)**

**QUESTION 2**

Discuss the difference between Brand Identity and Brand Image. Give relevant examples in each case. **(20 marks)**

**QUESTION 3**

- a) Explain the advantages of Advertising as a tool of Brand communications. **(12 marks)**
- b) Explain challenges that marketers incur in the process of building strong brands. **(8 marks)**

**QUESTION 4**

- a) Discuss the major distinctions between Private brand and Manufacturers brand in the light of the principles of marketing. **(10 marks)**
- b) Discuss **TWO** criteria used by Brand Managers to determine if a POD is desirable or not. **(10 marks)**

**QUESTION 5**

- a) Discuss the process of selecting a successful brand name. **(12 marks)**
- b) Highlight methods that a market can use to measure the brand equity in a product. **(8 marks)**