



TECHNICAL UNIVERSITY OF MOMBASA

Faculty of Business & Social Studies

DEPARTMENT OF MEDIA & GRAPHIC DESIGN

DIPLOMA IN GRAPHIC DESIGN

(DG IV)

BGD 2214: CORPORATE IDENTITY DESIGN

SUPPLEMENTARY/SPECIAL EXAMINATIONS

SERIES: FEBRUARY 2013

TIME: 2 HOURS

INSTRUCTIONS:

- This paper consists of **TWO** Sections **A** & **B**.
- Section **A** is **Compulsory**.
- Answer any other **TWO** questions in Section **B**.

This paper consists of Two printed pages.

SECTION A (Compulsory)

QUESTION 1

- a) Differentiate the following terminologies
- i) Corporate citizen and member of society
 - ii) Corporate identity and logo
 - iii) Name style and typographical acronym
 - iv) Integrated visual corporate communications and visualized typographical communications.
- (20 marks)**
- b) Discuss the need of a corporate identity for an organization in a competitive setting. **(20 marks)**

SECTION B (Attempt any TWO questions)

QUESTION 2

Describe **FIVE** levels of corporate identity familiarity strategy generation. **(15 marks)**

QUESTION 3

Explain **TEN** criterions used in assessing a suitable corporate identity for a given organization dealing with a selected product line. **(15 marks)**

QUESTION 4

In what respects in a brand different from a corporate identity and when are the two seen as serving a unified one purpose. **(15 marks)**

QUESTION 5

“Corporate identity design is suitable in the marketing concept of 50’s and 70’s while customer care concept is good for relationship marketing era of 1990’s. Discuss. **(15 marks)**