



**MASINDE MULIRO UNIVERSITY OF SCIENCE AND
TECHNOLOGY
(MMUST)**

SPECIAL/SUPPLEMENTARY EXAMINATIONS

**2017/2018 ACADEMIC YEAR
FOURTH YEAR SEMESTER II**

SPECIAL/SUPPLEMENTARY EXAMINATIONS

**FOR THE DEGREE
OF
BACHELOR OF COMMERCE**

COURSE CODE: BCB 428

COURSE TITLE: BRAND MANAGEMENT STRATEGY

DATE: THURSDAY, 26TH SEPT 2019 TIME: 12:00-2:00PM

**INSTRUCTIONS TO CANDIDATES
ANSWER QUESTION ONE AND ANY OTHER TWO QUESTIONS**

TIME: 2 HOURS

MMUST observes ZERO tolerance to examination cheating

This Paper Consists of 2 Printed Pages. Please Turn Over.

Question One

- a) Differentiate between 'branded' and 'unbranded' products on the market.(10 marks)
- b) Outline how a firm can measure loyalty of its customers. (10 marks)
- c) Explain the emotional benefits of a product of your own choice to the customers. (10 marks)

Question Two

- a) Discuss the concept of brand equity. (10 marks)
- b) Using a brand of an organization of your own choice, explain its brand associations that make it to be perceived positively on the market. (10marks)

Question Three

- a) Describe how a brand sponsoring an event is likely to own it as the only sponsor of the activity.
- b) Explain five point of purchase strategy that a firm is likely to use to boost sales of its products on the market. (10 marks)

Question Four

- a) Using a brand of your own choice, explain the factors that are likely to make it loose its identity on the market. (10 marks)
- b) Explain the dimensions of brand identity of a brand of your own choice. (10 marks)

Question Five

- a) Explain the product related attributes that are likely to drive a brand personality. (10 marks)
- b) Explain the relevance of brand personality to an organization of your own choice. (10 marks)