



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

MAIN CAMPUS

UNIVERSITY EXAMINATIONS

**2021/2022 ACADEMIC YEAR
FOURTH YEAR**

**SPECIAL/SUPPLEMENTARY EXAMINATIONS
FOR THE DEGREE
OF
BACHELOR OF COMMERCE**

COURSE CODE: BCB 428

COURSE TITLE: BRAND MANAGEMENT STRATEGY

DATE: FRIDAY, 29TH JULY 2022 TIME : 2:00 – 4:00PM

INSTRUCTIONS TO CANDIDATES

1. 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 (Compulsory)

- a) Using examples, differentiate between generic products and branded products. (10marks)
(10 marks)
- b) Differentiate between individual brand and distributor brand names. (10marks)
- c) Explain the concept of brand awareness pyramid. (10marks)

Question Two

- a) Using a well labelled diagram, explain brand associations as an element of brand equity.(10 marks)
- b) Using a brand of your own choice, highlight its functional benefits to the customer. (10 marks)

Question Three

- a) Explain the types of Point of Purchase Strategy. (10marks)
- b) Brand loyalty is a major asset of brand equity in an organization. Explain its importance, using a training institution of your own choice. (10marks)

Question Four

- a) Summarize the attributes that are likely to make an organization a brand on the market. (10 marks)
- b) Using a washing soap of your own choice, explain its functional benefits to the customer. (10 marks)

Question Five

- a) Outline Non-Product related attributes of a brand. (10 marks)
- b) Describe the **Big Five Traits** that drives brand personality on the market. (10 marks)

