(*University of Choice*)

MASINDE MULIRO UNIVERSITY OF SCIENCE AND TECHNOLOGY (MMUST)

CAMPUS; MAIN AND BUNGOMA CAMPUSES

UNIVERSITY EXAMINATIONS
2023/2024 ACADEMIC YEAR
FOURTH YEAR SEMESTER TWO

MAIN EXAMINATIONS
FOR THE DEGREE
OF
BACHELOR OF COMMERCE

COURSE CODE: BCB: 428

COURSE TITLE: **BRAND MANAGEMENT STRATEGY**

DATE:FRIDAY 19TH APRIL 2024 **TIME : 11.30-1.30 PM**

INSTRUCTIONS TO CANDIDATES

1. Answer Question ONE **(compulsory)** 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. Using examples, differentiate between' manufacturer brand name' and ' multi-branding'. (10marks)
b. Explain the value of brand loyalty to an organization. (10 marks)
c. Argue as to why it is difficult to maintain brand consistence overtime. (10marks)

QUESTION TWO

a. Using an organization of your own choice, explain how it can achieve perception of quality of its brands on the market. (10marks)
b. Give an illustration of the features of brand associations which provide added value to the brand. (10marks)

QUESTION THREE

a. Explain how a brand of your choice, sponsoring an event alone, is likely to own it and maximize on returns. (10 marks)
b. Summarize the various types of point of purchase strategy that a firm is likely to employ, so as to double sales volume on the market. (10marks)

QUESTION FOUR

a. Examine the brand as a symbol. (10marks)
b. Using any two brands of your own choice, explain the brand related attributes that provide functional and emotional benefits to the customer. (10marks)

QUESTION FIVE

a. Explain how the Non- Product Related Attributes contributes to brand personality. (10marks)
b. Using a brand of your own choice, show how it is a friend to you. (10marks)