



CENTRAL UNIVERSITY

FAITH • INTEGRITY • EXCELLENCE

END OF SECOND SEMESTER EXAMINATIONS, 2020/2021

CENTRAL BUSINESS SCHOOL
DEPARTMENT OF MARKETING
CBMK 306: BRANDS MANAGEMENT
(LEVEL 300)

11 SEPTEMBER 2021

TIME ALLOWED: TWO AND HALF (2½) HOURS

INSTRUCTIONS

There are six (6) questions, answer any **four (4)** questions.

Credit will be given for good English, good format and orderly presentation of relevant material

DO NOT OPEN TO THE NEXT PAGE UNTIL YOU ARE TOLD TO DO SO

EXAMINER: Clemence Alomenu

Question 1

The brand name is one of the major trademarkable devices that serve to identify and differentiate the brand from others, however it is the most difficult element to change. You are required to explain in a stepwise order, the process involved in choosing an effective brand name for an organisation of your choice so as to avoid the possibility of future change. (25 Marks)

Question 2

- (a) Explain the term brand and state four (4) importance of branding to firms? (10 Marks)
- (b) As a marketing manager of a large textile manufacturing company, identify and explain any five (5) factors you would consider as critical to successful brand building to guide strategy formulation. (15 Marks)

Question 3

- (a) What do you understand by the term brand equity? (5 Marks)
- (b) In your opinion, identify and discuss the principal components of brand equity. (20 Marks)

Question 4

- (a) Differentiate between the terms *double branding strategy* and *endorsing brand strategy*. Illustrate your answer with appropriate example(s), where necessary. (10 Marks)

(b) You are the brands manager of a large multi-national firm. You have been tasked with a responsibility to identify alternative branding strategies that will put your organisation on a strong competitive position. However, in so doing, you are required to identify and explain any five (5) factors that will influence your choice of alternative branding strategies? (15 Marks)

Question 5

- (a) State and explain any five (5) ways by which companies can achieve high levels of brand awareness and salience in the marketplace to enhance their brand equity? (15 Marks)

(b) You work in a large bank as the brands manager, identify any five (5) potential branding pitfalls (mistakes) that your bank must avoid in order to succeed in its branding efforts. (10 Marks)

Question 6

- (a) Within the framework of brand positioning, distinguish between "points-of-difference" and "points-of-parity". What are the desirability criteria from the consumer perspective and deliverability criteria from the firm perspective you would consider in choosing points-of-parity and points-of-difference? (15 Marks)
- (b) Explain four (4) general criteria you would consider in segmenting your target market for brand positioning. (10 Marks)