

CENTRAL UNIVERSITY



**CENTRAL
UNIVERSITY**

FAITH • INTEGRITY • EXCELLENCE

END OF SECOND SEMESTER EXAMINATION, 2017/18

CENTRAL BUSINESS SCHOOL

DEPARTMENT OF MARKETING

CBMK 302: BRANDS MANAGEMENT (LEVEL 300)

2018

TIME DURATION: THREE (3) HOURS

LIBRARY
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INSTRUCTIONS

Answer **FOUR** (4) questions only

*Credit will be given for clarity of expression and orderly presentation of relevant material

EXAMINER: PETER ANABILA & DR EBENEZER EFFAH

Question 1

You are the marketing manager of Samdus Company Limited. Your managing director has requested you to provide him with the critical success factors in brand building to guide strategy formulation. What factors will you discuss in your response to the MD? **(25 Marks)**

Question 2

Explain the following brand elements and indicate how each contributes to the strength of the brand.

- a. The slogan (5 marks)
- b. The logo (5 marks)
- c. Trademarks (5 marks)
- d. Jingles (5 marks)
- e. Colours (5marks)

(25 marks)

Question 3

As a brand management consultant, you have been consulted by an organisation that intends to roll out a number of new products. Propose four different types of brand name architecture/strategies and explain their merits and any possible challenges associated with their implementation. **(25 marks)**

Question 4

- a) Mention and explain five means by which organisations can achieve high levels of brand awareness and salience in the marketplace? **(20 Marks)**
- b) List five (5) branding challenges that brands managers often encounter in this contemporary marketing environment **(5 Marks)**

Question 5

- a) What is a brand? **(2 ½ Marks)**
- b) What is brand equity? **(2 ½ Marks)**
- c) Identify and explain four (4) principal components/assets of brand equity. **(20 Marks)**.

Question 6

Branding is a winning strategy that has tremendous benefits to both the firm and the customer.

As the Brand Manager of XYZ Company, explain:

- a) four (4) benefits of branding to the company. **(10 Marks)**
- b) five (5) benefits of branding to your customers. **(15 Marks)**