



CENTRAL UNIVERSITY

FAITH • INTEGRITY • EXCELLENCE

RESIT 2018/19

CENTRAL BUSINESS SCHOOL

DEPARTMENT OF MARKETING

CBMK 302: BRANDS MANAGEMENT (LEVEL 300)

January, 2019

TIME DURATION: **THREE (3) HOURS**

INSTRUCTIONS

Answer any **FOUR (4)** questions

EXAMINER: PETER ANABILA

ANSWER FOUR (4) QUESTIONS ONLY

Question 1

Achieving brand loyalty is the ultimate ambition of any business organisation seeking to thrive in this modern competitive marketing landscape. In this vein, mention and explain five (5) basic activities that an organisation can undertake to develop and enhance brand loyalty. **(25 Marks)**

Question 2

Explain the five (5) general criteria for choosing brand elements to ensure success. **(25 Marks)**

Question 3

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

Question 4

There are many alternative branding strategies such as line branding, product branding strategy, umbrella branding strategy, double branding, etc. Mention and explain five (5) factors that will guide your choice of alternative branding strategies? **(25 Marks)**

Question 5

Identify five (5) branding challenges that brands managers often encounter in an attempt to develop their brands **(25 Marks)**

Question 6

Mention and explain five (5) critical success factors in brand building that any organisation wishing to develop its brand should consider. **(25 Marks)**