



CENTRAL UNIVERSITY

FAITH • INTEGRITY • EXCELLENCE

RESIT EXAMINATIONS 2021/2022

CENTRAL BUSINESS SCHOOL
DEPARTMENT OF MARKETING
CBMK 306: BRANDS MANAGEMENT
MARCH 2022
DURATION: 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

EXAMINER: Clemence Alomenu

Question 1

Identify and explain five (5) branding challenges that brands managers often encounter in this contemporary marketing environment **(25 Marks)**

Question 2

- (a) Distinguish between *double branding strategy* and *endorsing brand strategy*. **(10 Marks)**
(b) As the marketing manager of XYZ Company Ltd, you have been tasked to identify alternative branding strategies that will put you organisation on a strong competitive position. Identify five (5) factors that will guide your choice of alternative branding strategies? **(15 Marks)**

Question 3

- (a) What is brand equity? **(5 Marks)**
(b) Identify and explain four (4) principal components of brand equity. **(20 Marks)**

Question 4

- (a) What is brand positioning? **(7 Marks)**
(b) Explain the six (6) general criteria for choosing brand elements to create brand equity. **(18 Marks)**

Question 5

- (a) Mention and explain five means by which organisations can achieve high levels of brand awareness and salience in the marketplace to enhance their brand equity? **(10 Marks)**
(b) As the brands manager of DENTEC PLC, identify five (5) potential branding pitfalls (mistakes) that your organisation must avoid in order to succeed in its branding efforts. **(15 Marks)**

Question 6

Since the brand name is the most difficult element to change, explain in a stepwise order, the process involved in choosing an effective brand name for an organisation so as to avoid the possibility of future change. **(25 Marks)**