



The Co-operative University of Kenya

SUPPLEMENTARY / SPECIAL EXAMINATION AUGUST-2019

EXAMINATION FOR THE DIPLOMA IN MARKETING

UNIT CODE: DMDM 1105

UNIT TITLE: BRAND MANAGEMENT

DATE: 29TH AUGUST, 2019

TIME: 9:00 AM – 11:00 AM

INSTRUCTIONS:

Answer question **ONE (compulsory)** and any other **TWO** questions

QUESTION ONE

- a) Organizations are constantly working towards creating customer loyalty. With this in mind examine factors that influence customer loyalty. (6 Marks)
- b) Examine the FOUR dimensions of Brand Asset Valuator (BAV). (8 Marks)
- c) Discuss the process of product positioning. (12 Marks)
- d) List down FOUR popular Kenya Brand names and their slogans. (4 Marks)

QUESTION TWO

- a) Critically examine the criteria to use when evaluating the chosen Brand Elements. (14 Marks)
- b) Discuss factors that influence brand loyalty. (6 Marks)

QUESTION THREE

- a) Outline the different steps of the strategic brand management process (8 Marks)
- b) Examine the concept of brand extensions. (2 Marks)
- c) Discuss the advantages and disadvantages of brand extensions. Support your arguments with brand examples. (10 Marks)

QUESTION FOUR

- a) Examine the advantages of building strong brands to a company. (6 Marks)
- b) Celebrities are often used as brand ambassadors examine THREE potential advantages. (6 Marks)
- c) Discuss the roles of a brand manager in an organization. (8 Marks)