



FACULTY OF BUSINESS SCIENCES AND MANAGEMENT

DEPARTMENT OF MARKETING

BACHELOR OF COMMERCE HONOURS DEGREE IN MARKETING

FINAL EXAMINATION

BRAND MANAGEMENT [BMA 2202]

APRIL 2024

DURATION: 3 HOURS

INSTRUCTIONS

1. Answer any **Four** QUESTIONS
2. Begin each question on a new page.
3. Please indicate the study format (Conventional/Block) on the cover of your answer script.

INFORMATION

1. Marks per question are as indicated.
2. Questions may be attempted in any order.
3. This paper consists of two printed pages including the cover page

QUESTION 1

With reference to an organisation of your choice, discuss how the organisation has utilised brand elements to create competitive advantage.

[25 MARKS]

QUESTION 2

- a. Explain the importance of celebrity endorsements in brand management [10 MARKS]
- b. Using examples, describe the elements of Aaker's model of brand equity. [15 MARKS]

QUESTION 3

Write short notes on:

Brand mantra	[5 MARKS]
Brand elements	[5 MARKS]
Brand equity	[5 MARKS]
Brand associations	[5 MARKS]
Brand image	[5 MARKS]

QUESTION 4

Branding only applies to physical products discuss. [25 MARKS]

QUESTION 5

- a. Explain any five marketing advantages of strong brands. [10 MARKS]
- b. Using examples describe in detail the brand value chain [15 MARKS]

QUESTION 6

Explain the importance of branding with reference to an organisation of your choice. [25 MARKS]

END OF EXAMINATION PAPER