



FACULTY OF BUSINESS SCIENCES AND MANAGEMENT

DEPARTMENT OF MARKETING

BACHELOR OF COMMERCE HONOURS DEGREE IN MARKETING

BRAND MANAGEMENT [BMA2202]

FINAL EXAMINATION

APRIL 2025

DURATION: 3 HOURS

INSTRUCTIONS

1. Answer any **Four** QUESTIONS
2. Begin each question on a new page.

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 pages

QUESTION 1

With reference to an organization of your choice, discuss how the organization has used brand equity to create competitive advantage.

[25 MARKS]

QUESTION 2

a. Provide a practical explanation of the use of celebrity endorsements in brand management highlighting the following.

I) The importance of brand endorsements [10 MARKS]

II) Factors to consider in selecting celebrity endorsers [15 MARKS]

QUESTION 3

Using practical examples, describe the elements of Aaker's model of brand equity.

[25 MARKS]

QUESTION 4

Write short notes on:

Brand mantra [5 MARKS]

Brand personality [5 MARKS]

Brand equity [5 MARKS]

Brand values [5 MARKS]

Points of difference [5 MARKS]

QUESTION 5

With reference to the twenty two (22) immutable laws of branding proposed by Ries and Ries (1998), outline the importance of any thirteen (13) laws. [25 MARKS]

QUESTION 6

Using examples from industry ,critically analyze the statement, 'Branding only applies to physical products'.

[25 MARKS]

END OF EXAMINATION PAPER