



FACULTY OF BUSINESS SCIENCES AND MANAGEMENT

DEPARTMENT OF MARKETING

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**BACHELOR OF COMMERCE HONOURS DEGREE IN MARKETING**

PART 2 SECOND SEMESTER EXAMINATION

**BRAND MANAGEMENT [BMA2202]**

SEPTEMBER 2024

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 page

## **QUESTION 1**

Discuss the branding opportunities and challenges facing modern brand managers.

[25 MARKS]

## **QUESTION 2**

- a. Explain any five characteristics of a good brand. [10 MARKS]
- b. Discuss the importance of branding to consumers and manufacturers. [15 MARKS]

## **QUESTION 3**

Write short notes on:

- a. Brand loyalty [5 MARKS]
- b. Brand salience [5 MARKS]
- c. Brand physique [5 MARKS]
- d. Brand personality [5 MARKS]
- e. Points of parity [5 MARKS]

## **QUESTION 4**

Discuss how an organisation of your choice can utilise Keller's brand resonance model to create sustainable competitive advantage. [25 MARKS]

## **QUESTION 5**

- a. Identify and explain any five sources of brand equity for a brand of your choice. [10 MARKS]
- b. Describe the general steps of brand building. [15 MARKS]

## **QUESTION 6**

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]

**END OF EXAMINATION PAPER**