



# TECHNICAL UNIVERSITY OF MOMBASA

## *Faculty of Business & Social Studies*

DEPARTMENT OF BUSINESS STUDIES

UNIVERSITY EXAMINATIONS FOR DEGREE IN  
BACHELOR OF BUSINESS ADMINISTRATION

### **HCM 2406: BRAND MANAGEMENT**

END OF SEMESTER EXAMINATIONS

**SERIES:** APRIL 2013

**TIME:** 2 HOURS

#### **INSTRUCTIONS:**

– Answer Question **ONE (Compulsory)** and any other **TWO** questions.

***This paper consists of Two printed pages***

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#### **QUESTION 1 (Compulsory)**

- a) Explain the meaning of the term “Brand Management”. **(4 marks)**
- b) Certain companies market their entire output under their (producer’s) own Brand name. Describe the common characteristics of such producers. **(12 marks)**
- c) Briefly explain the following terminologies:
- i) Trade mark **(4 marks)**
  - ii) Advantages of co-branding **(8 marks)**
  - iii) Confused positing **(2 marks)**

#### **QUESTION 2**

Discuss the various benefits that a firm branding its products will enjoy in the modern marketing Economies. **(20 marks)**

### **QUESTION 3**

- a) Explain meaning of the term “Brand strategy” and give relevant examples. **(4 marks)**
- b) Many companies use mixed brand strategy. Briefly explain the advantages of such strategy. **(16 marks)**

### **QUESTION 4**

- a) Discuss **FIVE** major attributes of a strong brand. **(10 marks)**
- b) As the new manager of Omo washing soap. Discuss the various branding communications that you will have to strongly position Omo in the market. **(10 marks)**

### **QUESTION 5**

Briefly explain the following:

- a) Sources of Brand identity. **(6 marks)**
- b) Brand Associations **(6 marks)**
- c) Conditions suitable for the use of Brand Extension. **(8 marks)**