FINAL EXAMINATION
SECOND SEMESTER 2011 / 2012 SESSION

COURSE CODE / NAME : BPMM 3113 / BRAND MANAGEMENT
DATE : 1 JUNE 2012 (FRIDAY)
TIME : 09:00 AM.-11:30 AM. (2.5 HOURS)
VENUE : DSB K. MAS.

INSTRUCTIONS:
1. This examination paper contains FIVE (5) QUESTIONS in TWO (2) printed pages excluding the cover page.
2. You have to answer ALL questions in the answer book provided.
3. Candidates are NOT ALLOWED to take both exam question and exam sheet out of the exam hall.
4. Candidates are bound by the UUM's RULES AND PROCEDURES ON ACADEMIC FRAUD.

MATRIC NO : ____________________________ (in word) ____________________________ (in number)
IDENTIFICATION CARD NO. : 
LECTURER : ____________________________
GROUP : _______ TABLE NO. : 

DO NOT OPEN THIS EXAMINATION PAPER UNTIL INSTRUCTED

CONFIDENTIAL
QUESTION ONE (20 MARKS)

Attempt the following (5 marks each):

a) Define brand positioning, and discuss what marketers need to know to decide on positioning?

b) Explain brand architecture, and identify the role of defining brand architecture?

c) Define brand image, pick a brand and attempt to identify the different brand associations?

d) Define brand mantra, and explain what makes a good brand mantra?

e) What are slogans, illustrate how slogans help to build brand awareness?

QUESTION TWO (20 MARKS)

“Although a number of useful perspectives concerning brand equity have been put forth, the Customer-Based Brand Equity CBBE model provides a unique point of view as to what brand equity is and how it should be best built, measured and managed.”

a) Define brand equity and identify the different sources of brand equity? (8 marks)

b) Draw and briefly explain the six building blocks of CBBE model? (12 marks)

QUESTION THREE (20 MARKS)

a) Pick a brand and describe how the brand leverages secondary associations? (8 marks)

b) Assess the importance of a brand personality in developing an emotional bond with consumers. Illustrate your answer with examples, your explanation should cover the five dimensions of brand personality (12 marks)
QUESTION FOUR (20 MARKS)

"Brand extension plays an important role in managing brand equity, firms are seeking to build "power" brands that appealing to multiple consumer segments with multiple products all underneath the brand umbrella. For example, Dove brand has made successful forays from its roots in soap into a range of skin care and body care products"

a) Explain the concept of brand extension, its advantages and disadvantages? (15 marks)

b) How successful do you predict the proposed extension of Starbucks (famous for coffee) and film production and promotion will be? (5 marks)

QUESTION FIVE (20 MARKS)

"The most fundamental issue in developing a global marketing program is the extent to which the marketing program should be standardized across countries, because this decision has such a deep impact on marketing structure and processes"

a) Discuss standardization versus customization of brand marketing program, include examples in the answer? (10 marks)

b) What are the advantages of global marketing programs? (10 marks)

"END OF QUESTIONS"