PEPERIKSAAN AKHIR SEMESTER KEDUA SESI 2012/2013
FINAL EXAMINATION SECOND SEMESTER 2012/2013 SESSION

KOD / NAMA KURSUS : BPMM 3113 / PENGURUSAN JENAMA
COURSE CODE / NAME : BRAND MANAGEMENT

TARIKH / DATE (HARI / DAY) : 13 JUN 2013 (KHAMIS / THURSDAY)

MASA / TIME : 09:00 A.M. - 11:30 A.M. (2½ JAM / HOURS)

TEMPAT / VENUE : DSB K. MAS.

ARAHAN:
1. Kertas peperiksaan ini mengandungi EMPAT (4) SOALAN dalam TIGA (3) halaman bercetak tidak termasuk kulit hadapan.
2. Anda dikehendaki menjawab SEMUA di dalam buku jawapan yang disediakan.
3. Calon TIDAK DIBENARKAN membawa keluar kertas soalan dan buku jawapan dari Dewan Peperiksaan
4. Calon adalah tertakluk di bawah TATACARA PERATURAN KECURANGAN AKADEMIK, UUM.

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

No. MATRIK: [Matric No: ]
(dengan perkataan / in word)
(dengan nombor / in number)

No. KAD PENGENALAN: [Identification Card No: ]

PENSYARAH:
LECTURER: 

KUMPULAN: [Group: ]

JANGAN BUKA KERTAS PEPERIKSAAN INI SEHINGGA DIBERI ARAHAN
DO NOT OPEN THIS EXAMINATION PAPER UNTIL INSTRUCTED

SULIT / CONFIDENTIAL
SOALAN SATU / QUESTION ONE (25 MARKAH/MARKS)

Syarikat ABC merupakan sebuah syarikat pengeluar kereta. Syarikat di dalam proses melancarkan satu produk baru, iaitu sebuah kereta penumpang yang inovatif. Sebagai seorang Eksekutif Penjenamaan, anda terlibat di dalam memastikan jenama bagi produk baru ini mendapat tempat di pasaran. Ketika di dalam satu perbincangan dengan pihak pengurusan atasan, anda dikehendaki menjawab soalan-soalan di bawah:

*ABC Company is a car manufacturer. The company is in the process of launching its new product, which is an innovative passenger car. As a Branding Executive, you are involved to ensure the brand of this new product is accepted by the market. In a discussion among your top managerial level, you are required to answer the following questions:*

a) Sila berikan takrifan jenama.

*Please give definition of brand.*

(2 markah/marks)

b) Berikan penjelasan ringkas bagaimana jenama berbeza dari produk. Penjelasan anda perlu disertakan dengan contoh yang sesuai dengan senario di atas.

*Briefly explain how brand differs from product. Your explanation need to use an appropriate example and related to the above scenario.*

(8 markah/marks)

c) Bincangkan bagaimana pembentukan pemposisian jenama dilakukan. Perbincangan anda hanya terhad kepada sasaran pasaran, titik persamaan dan titik perbezaan jenama baru di atas.

*Discuss how the establishment of brand positioning is executed. Your discussion is only limited to target market, points-of-parity (PoPs), and point-of-difference (PoDs) of the above new brand.*

(15 markah/marks)
SOALAN DUA / QUESTION TWO (25 MARKAH/MARKS)

Anda merupakan seorang pelajar yang cemerlang bagi kursus "Brand Management". Anda telah terpilih untuk membuat pembentangan di suatu seminar antarabangsa. Artikel anda yang berkaitan dengan "Brand Resonance" telah menarik minat di kalangan peserta. Beberapa persoalan dibawah memerlukan penjelasan anda kepada peserta seminar:

You are the excellent student of "Brand Management" course. You are selected to present your article in an International Seminar. Your article, which is related to "Brand Resonance" generate interest among of the participants. Several of the following questions request your explanation to participants of the Seminar:

(a) Bincangkan kefahaman anda terhadap "Brand Judgments" dan "Brand Feelings" serta perkaitannya dengan "Brand Resonance".

Discuss your understanding on "Brand Judgments’ and "Brand Feelings", and its relations to "Brand Resonance".

(10 markah/marks)

(b) Terangkan bagaimana elemen-elemen jenama seperti Logo, URLs dan peranan Karektor boleh membantu membentuk "Brand Judgments" yang positif. Penerangan anda perlu disertakan dengan contoh-contoh yang sesuai.

Explain how the brand elements such as Logo, URLs, and role of Characters are able to assist in developing the positive "Brand Judgments". Your explanation need to use an appropriate example.

(15 markah/marks)
SOALAN TIGA / QUESTION TIGA (25 MARKAH/MARKS)

Sebagai seorang Pengurus Jenama yang berpengalaman di dalam menguruskan jenama-jenama syarikat, anda telah diminta untuk menjawab persoalan-persoalan di bawah:

*As a Brand Manager who is experienced in managing the company's brands, you have been required to answer the following questions:*

a. Bincangkan secara ringkas **TWO (2)** perbezaan di antara portfolio jenama dan hirarki jenama.

*briefly discuss **TWO (2)** differences between brand portfolio and brand hierarchy.*

(10 markah/marks)

b. Spesifik kepada contoh anda sendiri, bincangkan secara ringkas **TIGA (3)** peranan portfolio jenama.

*specific to your examples, briefly discuss **THREE (3)** roles of brand portfolio.*

(15 markah/marks)
SOALAN EMPAT / QUESTION FOUR (25 MARKAH/MARKS)

Semasa satu sesi perbincangan di kalangan kumpulan penjenamaan syarikat anda, pernyataan di bawah telah dicadangkan oleh ketua kumpulan anda:

“One useful perspective for sources of firm's growth is Ansoff’s product-market expansion grid.” (Keller, 2013 page 432)

Berasaskan kepada pernyataan ini,

During one discussion session among your company’s branding team, the following statement has been proposed by your team leader:

“One useful perspective for source of firm’s growth is Ansoff’s product-market expansion grid.” (Keller, 2013 page 432)

Based on this statement,


Give your explanation of “Ansoff’s Growth Matrix”. Your explanation need to use an appropriate example.

(10 markah/marks)

b. Berdasarkan kepada strategi penggiatkan jenama, bincangkan TIGA (3) keperluan penting yang membolehkan pembaikpuh imej jenama dilakukan. Perbincangan hendaklah berdasarkan kepada contoh yang bersesuaian.

Based on revitalizing brand strategy, discuss THREE (3) important requirement that able for brand image improvement can be executed. The discussion need to use an appropriate example.

(15 markah/marks)

SOALAN TAMAT
‘END of QUESTIONS’