

NATIONAL UNIVERSITY OF SCIENCE AND TECHNOLOGY

FACULTY OF COMMERCE

DEPARTMENT OF BUSINESS MANAGEMENT

BRAND MANAGEMENT – CBU 4202

SUPPLEMENTARY EXAMINATION - OCTOBER 2009

TIME ALLOWED: 3 HOURS

INSTRUCTIONS TO CANDIDATES

- (i) Answer any **Four (4)** Questions.
- (ii) All questions carry **25** marks each
- (iii) Questions may be answered in any order
- (iv) As much as possible, use relevant examples

QUESTION 1

Discuss the strategies corporations with leading brand names should adopt in order to sustain their lead in today's competitive environment. **[25 Marks]**

QUESTION 2

"Branding has grown so strong today hardly anything goes unbranded." (Kotler 1984:482). Discuss why brands matter to the marketer. **[25 Marks]**

QUESTION 3

'In general, customers want to obtain products and services from organizations that have strong reputations and brands.' Do you agree? **[25 Marks]**

QUESTION 4

Discuss the advantages that private branders have in their "battle of brands" with manufacturer brands. **[25 Marks]**

QUESTION 5

Discuss the major brand equity drivers of a strong brand and the results they bring. **[25 Marks]**

QUESTION 6

Discuss various considerations that have to be made in branding for the international market. **[25 Marks]**

QUESTION 7

Discuss the characteristics that you would consider in selecting a brand name. **[25 Marks]**

END OF EXAMINATION

