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**GARISSA UNIVERSITY**

**UNIVERSITY EXAMINATION 2018/2019 ACADEMIC YEAR FOUR**

**FIRST SEMESTER EXAMINATION**

**SCHOOL OF BUSINESS AND ECONOMICS**

**FOR THE DEGREE OF BACHELOR OF BUSINESS MANAGEMENT**

**COURSE CODE: BBM 434**

**COURSE TITLE: BRAND MANAGEMENT**

**EXAMINATION DURATION: 2 HOURS**

**DATE: 03/12/18 TIME: 3.00-5.00 PM**

**INSTRUCTION TO CANDIDATES**

* **The examination has FIVE (5) questions**
* **Question ONE (1) is COMPULSORY**
* **Choose any other TWO (2) questions from the remaining FOUR (4) questions**
* **Use sketch diagrams to illustrate your answer whenever necessary**
* **Do not carry mobile phones or any other written materials in examination room**
* **Do not write on this paper**

**This paper consists of TWO (2) printed pages *please turn over***

**QUESTION ONE (COMPULSORY)**

1. Explain three main disadvantages of advertising  **[6 Marks]**
2. Outline the different brand positioning errors **[6 Marks]**
3. Describe four main broad functions of Advertising **[8 Marks]**
4. Discuss the essential steps to building strong brands [**10 Marks]**

**QUESTION TWO**

1. Explain at least three challenges that business face at the introduction stage of the product life cycle and discuss the various management approaches business employ at this stage **[10 Marks]**
2. Discuss how businesses can use personnel to differentiate themselves **[10 Marks]**

**QUESTION THREE**

1. What is you understanding of differentiation, briefly state why business are adopting differentiation strategy **[4 Marks]**
2. Discuss the contributing elements of brand essence **[10 Marks]**
3. Explain the three board types of brands **[6 Marks]**

**QUESTION FOUR**

1. Advertising is beneficial to the salesmen in several ways, discuss **[10 Marks]**
2. State three intangible characteristics of brands **[3 Marks]**
3. State how brand extensions makes acceptance of new products easy **[5 Marks]**
4. Define the following terms
5. Advertising **[1 Mark]**
6. Brand **[1 Mark]**

**QUESTION FIVE**

1. Since advertising is a sophisticated product for a variety of consumer groups, and is used to implement a wide range of functions, discuss at least five categories of advertising [**10 Marks]**
2. Discuss the common costly branding mistakes  **[10 Marks]**