

CHRISTIAN SERVICE UNIVERSITY COLLEGE



SCHOOL OF BUSINESS

DEPARTMENT OF MARKETING, LOGISTICS AND CORPORATE STRATEGY

PROGRAMME: BBA MARKETING

SUPPLEMENTARY EXAMINATION 2019

BRAND MANAGEMENT

CSBM 317

Duration: 2hrs: 30mins

PAPER INSTRUCTIONS:

- ***Answer three (3) questions in all, Section A, and two (2) questions from Section B.***
- ***Please note that students will be penalized for not abiding by instructions on the front cover of the answer booklet especially refusal to list answers in the order in which they were answered, refusal to write the correct index number, refusal to write the course code, etc.***
- ***Please take time to read the questions carefully as some questions may demand practical examples diagrams etc.***
- ***Please also note that clarity of expression and handwriting will be rewarded.***

Section A
Compulsory

Question 1

Your organization is at the point of rebranding its products and services. As a newly recruited graduate to the Marketing Department, you have been asked to provide explanations on the criteria to use in selecting the right brand elements to enhance brand equity.

You are required to prepare a memorandum report to explain the necessary criteria to management. (30marks)

Section B

Answer two questions from this section. All questions carry equal marks

Question 2

Using well-known and admired people to promote products is a widespread phenomenon with a long marketing history. The rationale behind these strategies is that a famous person can draw attention to a brand and shape the perceptions of the brand, by virtue of the inferences that consumers make based on the knowledge they have about the famous person. Despite the potential upside of linking a celebrity endorser to a brand, there are a number of potential problems. As a marketing manager of TTX a Retail chain in Ghana, write a memo to the CEO addressing these issues.

- a. State and explain three (3) potential problems that can arise when leveraging a brand on a celebrity (9marks)
- b. Discuss any three (3) potential solutions marketers can use to control the potential problems (9marks)

Question 3

- a. What is a brand? (2marks)
- b. With examples from any organization of your choice provide an explanation of what constitute the organizations brand elements. (4 marks)
- c. State and explain two (2) reasons why brands matter to consumers? (4marks)
- d. How do we contrast a brand and a product? (4marks)

e. Explain these key ingredients to the definition of Customer Based Brand Equity (CBBE).

(i) "Differential effect," (3marks)

(ii) "Brand knowledge," (3marks)

Question 4

Good brand positioning helps guide marketing strategy by clarifying what a brand is all about, how it is unique and how it is similar to competitive brands, and why consumers should purchase and use it.

As a branding consultant working for Lead Managers, a branding consultancy firm in Ghana, write a memo to your Managing Director explaining the processes you are using to position a client organization brand. (20marks)

Question 5

In today's marketplace, there are many different means by which products and services and their corresponding marketing programs can build brand equity. Product strategies, Channel strategies, communication strategies, pricing strategies, and other marketing activities can all enhance or detract from brand equity. Explain how **Product and Price** can be used in building brand equity. (20marks)

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