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**GABA CAMPUS – ELDORET**  
**MAIN EXAMINATION**  
**SEPTEMBER – DECEMBER 2021 TRIMESTER**  
**SCHOOL OF BUSINESS**  
**BACHELOR OF COMMERCE**  
**DEPARTMENT OF MARKETING & MANAGEMENT**  
**CMK 412: BRAND MANAGEMENT**

<b>Date:</b> December 2021	<b>Duration:</b> 2 Hours
<b>Instructions:</b> Answer Question <b>ONE</b> and any other <b>TWO</b> Questions	

**QUESTION ONE (30 MARKS)**

- a) Define “brand,” state how brand differs from a product, and explain what brand equity is. **(6 Marks)**
- b) What is customer-based brand equity? **(6 Marks)**
- c) Explain your understanding of “brand resonance”. **(6 Marks)**
- d) Identify the different types of brand elements. **(6 Marks)**
- e) Summarize the reasons for the growth in private brands **(6 Marks)**

**QUESTION TWO**

Outline the major marketing communication options and describe some of the changes in the new media environment. **(20 Marks)**

**QUESTION THREE**

- a) Summarize why brands are important, highlighting this regarding both the consumer and the manufacturer. **(12 Marks)**
- b) Identify the four components of brand positioning. **(8 Marks)**

#### **QUESTION FOUR**

- a) Identify the stages in the brand value chain. **(10 Marks)**
- b) Highlight some of the legal issues surrounding brand elements. **(10 Marks)**

#### **QUESTION FIVE**

Outline and discuss each of the eight main ways to leverage secondary brand associations. **(20 Marks)**

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