



ZIMBABWE EZEKIEL GUTI UNIVERSITY

FACULTY OF BUSINESS, ECONOMICS AND ACCOUNTING

DEPARTMENT OF BUSINESS ADMINISTRATION AND MANAGEMENT

EXAMINATION PAPER

COURSE CODE: CMA 407

COURSE TITLE: BRAND MANAGEMENT

DURATION: 3 hours

08 FEB 2022

DATE:

INSTRUCTIONS TO CANDIDATES

1. No cellphones are allowed in the examination room
2. Answer any four questions
3. Begin each question on a new page
4. The number of marks for each question or part question is shown in brackets []

Question 1

- a. Describe the various forms of brand counterfeits [10]
- b. Analyse the impact of brand counterfeits on original brands [15]

[25 Marks]

Question 2

With reference to a brand of your choice, use the brand value chain model to assess the sources and outcomes of brand equity

[25 Marks]

Question 3

Describe the recent developments that have significantly complicated marketing practices and as well as posing challenges for brand managers.

[25 Marks]

Question 4

- a) Explain the marketing advantages of strong brands [10]
- b) Explain any five factors that affect selection of brand elements [15]

[25 Marks]

Question 5

With reference to real life examples evaluate the usefulness of celebrity endorsements in building brand equity

[25 Marks]

END OF PAPER