



## ZIMBABWE EZEKIEL GUTI UNIVERSITY

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### FACULTY OF LAW, BUSINESS INTELLIGENCE AND ECONOMICS

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#### DEPARTMENT OF ECONOMICS, MARKETING AND ENTREPRENEURSHIP

#### EXAMINATION PAPER

**COURSE CODE** : CMA 407  
**COURSE TITLE** : BRAND MANAGEMENT  
**DURATION** : 3 Hours  
**LEVEL** : 4.2  
**DATE** : 14 FEB 2024

#### INSTRUCTIONS TO CANDIDATES:

1. No cell phones are allowed in the examination venue
2. Answer **QUESTION ONE (1)** and any other **THREE (3)** questions.
3. Begin each question on a new page.
4. The number of marks for each question or part question is shown in brackets [ ]

### Apple Case study

When Apple launched the Macintosh computer in the 1980s- back in the early days of early computing its key point of difference “was user friendly”. Many consumers valued ease especially those who bought personal computers for the home because in the pre-window’s world, the DOS PC operating system was complex and clumsy. One drawback with that association for Apple, however, was that customer who bought personal computers for business applications inferred that if a personal computer was easy to use, then it also must not be very powerful-and power was a key choice consideration in the business market.

Recognizing this potential problem, Apple ran a clever advert campaign with the tag line “The Power to Be Your Best “in an attempt to redefine what being a powerful computer meant. The message behind the advert was that because Apple was easy to use,, people in fact did just that they used them simple but important indication of “power”. In other words, the most powerful computers were ones that actually used Apple software. Apple has worked hard through the years to convince consumers that its consumers that its products are powerful and easy to use.

#### Question 1

- a) Using Apples’ case study discuss point of difference and point of parity? (10 marks)
- b) Identify and discuss any **five** branding strategies which can be adopted by Apple Company in order to gain a sustainable competitive advantage. (15marks)

#### Question 2

A brand can be viewed as a symbolic device, a risk reducing device, a short hand information device, a legal device and a strategic device.

- a) Explain the types of risks that brands can experience. (9 marks)
- b) Discuss the actions you can take to reduce consumer’s perception of risk when buying your brand. (16 marks)

**Question 3**

Company A is undergoing a change process to make sure their products and services are convenient and easy to experience and to remove the hassles often associated with technology, At the same time, however, the products must continue to deliver the benefits associated with innovation.

Discuss elements of brand equity as they are essential in developing brand strategies and programs that companies need in order to remain competitive and relevant in the industry. **(25 marks)**

**Question 4**

You are invited by the city fathers to provide them with the information about branding the city. As a brand manager come up with three approaches you would use to promote the city.

**(25 marks)**

**Question 5**

“A corporate brand offers a host of potential marketing advantages, but only if corporate brand equity is carefully built and nurtured.” Justify.

**(25 marks)**