



ZIMBABWE EZEKIEL GUTI UNIVERSITY

FACULTY OF LAW, BUSINESS INTELLIGENCE AND ECONOMICS

DEPARTMENT OF ECONOMICS, MARKETING AND ENTREPRENEURSHIP

EXAMINATION PAPER

COURSE CODE : CMA 407
COURSE TITLE : BRAND MANAGEMENT
DURATION : 3 Hours
LEVEL : 4.2
DATE : 08 APR 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 []

Question 1

CASE STUDY

MAJOR BRANDING DECISIONS AT COCA COLA

The world's top brands include such superpowers as McDonald's, Coca-Cola, Campbell, Disney, Kodak, Sony and Mercedes, just to mention a few. High brand equity provides Coca Cola with many competitive advantages. Because Coca Cola enjoys a high level of consumer brand awareness and loyalty, the company will incur lower marketing costs relative to revenues. Because consumers expect stores to carry the brand, Coca Cola has more leverage in bargaining with retailers. And because the brand name carries high credibility, Coca Cola can more easily launch brand extensions. Above all, a powerful brand offers Coca Cola some defence against fierce price competition.

Coca Cola brand managers need to manage their brand carefully in order to preserve brand equity. They must develop strategies that effectively maintain or improve brand awareness, perceived brand quality and usefulness, and positive brand associations over time. This requires continuous R & D investment to provide a constant flow of improved and innovative products to satisfy customers' changing needs, skillful advertising and excellent trade and consumer service. Some companies, such as Colgate-Palmolive and Canada Dry, appoint 'brand equity managers' to guard their brands' images, associations and quality. They work to prevent brand managers from over promoting brands in order to produce short-term profits at the expense of long-term brand equity.

Some analysts in America mentioned that brands are the most enduring asset of a company, outlasting the company's specific products and facilities. Yet, behind every powerful brand stands a set of loyal customers. Therefore, the basic asset underlying brand equity is customer equity. This suggests that marketing strategy should focus on extending loyal customer lifetime -value, with brand management serving as an essential marketing tool.

Question 1

a) As the Coca Cola's Brand manager, suggest brand strategies that can be adopted by Coca - Cola. **(10 Marks)**

b) "Brands are the most enduring asset of a company." Elaborate this statement with reference to brand equity. **(15 Marks)**

Question 2

Brand personality is a very essential element in brand management. Discuss **(25 marks)**

Question 3

Positioning is a tool for helping the brands move toward the desired brand identity. Analyse how a company of your choices' positioning strategy would affect its brand identity. **(25 marks)**

Question 4

Green is the new gold. Building and maintaining a sustainable brand image. Explain **(25 marks)**

Question 5

Using examples of your choice, explain the impact of brand counterfeiting on intellectual property rights and innovation. **(25 marks)**