



ZIMBABWE EZEKIEL GUTI UNIVERSITY

FACULTY OF LAW, BUSINESS INTELLIGENCE AND ECONOMICS

DEPARTMENT OF ECONOMICS, MARKETING AND ENTREPRENEURSHIP

EXAMINATION PAPER

MODULE CODE : CMA 423
MODULE TITLE : BRAND MANAGEMENT
DURATION : 3 Hours
LEVEL : 4.2
DATE

27 SEP 2024

INSTRUCTIONS TO CANDIDATES:

1. No cell phones are allowed in the examination venue.
2. Use of silent, non-programmable calculators is allowed
3. Answer question number **one (1)** in Section A (Compulsory) and any other **three (3)** questions in Section B.
4. Begin each question on a new page.
5. The number of marks for each question or part question is shown in brackets []
6. Show all workings, where applicable.

SECTION A

Question 1:

ABC Cosmetics

ABC Cosmetics, a well-known beauty brand, is planning to expand its product line to include a range of organic skincare products targeting environmentally conscious consumers. As part of this expansion, ABC Cosmetics aims to strengthen its brand identity and appeal to a new segment of customers who prioritize sustainability and natural ingredients.

Entering the organic skincare market poses challenges for ABC Cosmetics, including fierce competition from established eco-friendly brands, consumer scepticism about greenwashing, and the need to communicate the brand's commitment to sustainability effectively. The company must navigate these challenges to establish a strong foothold in the growing market for organic beauty products.

ABC Cosmetics decides to implement a comprehensive branding strategy that emphasizes transparency, eco-conscious packaging, and ethical sourcing practices. The company plans to engage with influencers in the sustainable living space, launch a digital marketing campaign highlighting its eco-friendly initiatives, and collaborate with environmental organizations to reinforce its commitment to sustainability.

REQUIRED:

- (a) With reference to ABC Cosmetics' focus into organic skincare, discuss how the company can apply principles of ethical branding and sustainable marketing to build consumer trust and loyalty. **[10 Marks]**
- (b) Evaluate the potential impact of greenwashing accusations on ABC Cosmetics' brand reputation and consumer perception **[15 marks]**

SECTION B

Question 2:

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.

Critically discuss the 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 3:

You are a recent graduate entering the job market in a competitive field. Develop personal branding strategies that will help you stand out from the crowd and attract potential employers.

[25 marks]

Question 4:

Discuss how you would use J Kapferer's Brand Identity Prism as a strategic tool if you were a brand manager for your company.

[25 marks]

Question 5:

Imagine you are launching a new brand of sustainable sneakers. Describe the key steps you would take in building a strong brand identity, differentiating yourself in the competitive market, and connecting with your target audience.

[25 marks]

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