



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 : 08 APR 2025

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:

XYZ Corporation

XYZ Corporation, a leading global technology company, is known for its innovative products and cutting-edge solutions in the tech industry. With a strong brand presence in developed markets, the company is now eyeing expansion into emerging economies in Asia to tap into new growth opportunities. As part of this expansion strategy, XYZ Corporation is planning to launch a series of affordable smartphones tailored to the needs of consumers in these markets.

Entering these new markets presents several challenges for XYZ Corporation. The company needs to navigate cultural differences, fierce competition from local and international players, and varying consumer preferences. Additionally, XYZ Corporation must establish a strong brand presence and resonate with the target audience while maintaining its reputation for quality and innovation.

To address these challenges, XYZ Corporation decides to implement a comprehensive branding strategy that includes localized marketing campaigns, product adaptations, and strategic partnerships with local distributors. The company aims to position its smartphones as reliable, technologically advanced, and accessible to a wide range of consumers. By focusing on building brand equity and establishing a connection with the target market, XYZ Corporation hopes to carve out a significant market share in the competitive landscape of emerging economies.

REQUIRED:

(a) As the Brand Manager, you are expected to propose crisis management strategies for XYZ Corporation in the event of negative publicity or brand challenges during its expansion into Asia.

[12 marks]

(b) Explain how partnerships with local distributors and retailers enhance the company's brand visibility and market penetration in these regions? [13 marks]

SECTION B

Question 2:

'When you broaden your brand, you weaken it; however, the law of fellowship brings in a new twist.' Elaborate. **[25 marks]**

Question 3:

Explain how distinctive nature of services affect cooperates in building service brand equity. **[25 marks]**

Question 4:

Brands succeed through the promotional mix. Discuss **[25 marks]**

Question 5:

You have been assigned the task of launching a new product in the market as the organizations Brand Manager. Discuss various criteria you will need to make in choosing brand elements at the time of the launch. **[25 Marks]**

17/5 AM