



**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**

28 JUL 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:

#### SOWETO INC

##### “Your Urban Outfitters”

After 15 years of working as an in-house designer for a well-known South African label, Nkosi Yami decided to branch out and create his fashion brand. Nkosi Yami saw a great opportunity in the formal clothing wear sector and decided to design and manufacture formal shirts for men and ladies. His shirts differed from competitors in that they were made of a special high-quality blend of cotton that keeps the shirts soft and wrinkle-free. In January 2024, Nkosi launched his brand, Soweto Inc., and opened up his first store in the heart of Soweto.

Soweto Inc. proved to be a huge success. With much demand from customers, Nkosi decided to extend his current range of products to include traditional, patterned formal shirts and a range of formal shirts for kids that resembled the adult range. While the brand was gaining momentum and doing well at this stage, he decided to extend the brand further to include formal jackets and evening dresses for ladies. Nkosi also introduced Soweto Inc cologne which was an instant favorite with customers.

The Soweto Inc brand grew tremendously over the next few years and the brand gained much interest from big fashion houses and designer brands. In June 2024 Nkosi teamed up with the high-end, designer cuff link brand ANB to create a customized range of formal shirts which came with a special range of ANB cuff links. This partnership has proved very profitable to Soweto Inc. and has increased sales and awareness for the brand. Nkosi plans to grow his brand further, not just locally, but internationally as well, and hopes to open stores in Sandton City and Cape Town next.

*\*Please note that Soweto Inc., in the context of the case study, is fictitious and the brand is not available for purchase in stores.*

## REQUIRED

- a) Soweto Inc has used various extension strategies to further expand its brand. Discuss its extension strategies and indicate how Soweto Inc. has applied them. **[15 marks]**
- b) Distinguish between points of parity and points of differentiation and provide an example of each about the Soweto Inc. case study. **[8 marks]**
- c) Briefly discuss brand taglines and indicate the brand tagline of Soweto Inc. **[2 marks]**

## SECTION B

### Question 2:

A startup company known for its innovative products plans to launch a new line of eco-friendly gadgets. You have been appointed as the Brand Manager of the company. Advise management on the role of brand personality in building brand loyalty for its target audience.

**[25 marks]**

### Question 3:

Imagine you are the marketing director for your company. Explain how you would integrate corporate social responsibility (CSR) and ethical branding principles into your marketing strategy to attract customers and build a strong brand reputation.

**[25 marks]**

### Question 4:

Brand Management in Africa is changing. Explain the reasons for these changes?

**[25 marks]**

### Question 5:

You are invited by the city fathers to provide them with information about branding the city. As a brand manager come up with **three** approaches by which sustained change in nation or city brands can take place. **[25 marks]**

