

BINDURA UNIVERSITY OF SCIENCE EDUCATION

FACULTY OF COMMERCE

DEPARTMENT OF MARKETING

MAR 2024

PROGRAMME: BACHELOR OF BUSINESS STUDIES HONOURS IN MARKETING

BS435 BRAND MANAGEMENT

DURATION: 3 HOURS

EXAMINATION

INSTRUCTIONS

1. Answer Question **One** and **any other three** questions.
2. Each question should begin on a new page
3. Question One carries 40 marks and the other questions carry 20 marks each.
4. Credit will be given for appropriate use of illustrative examples.
5. No cell phones and programmable calculators are allowed in the examination room.

QUESTION ONE (COMPULSORY)

Celebrity endorsements

When a company wants to sell you something these days, it needs to do more than just show you the product. It has to create a lasting brand impression. Cute characters like geckos and tigers are great tools for selling car insurance and breakfast cereal, but sometimes brands need more of a human touch to move the sales needle. While some ad agencies are quite content to use generic

actors that become emblematic of the brand they represent (Verizon's "Can You Hear Me Now?" guy and Snapple's "Snapple Lady" are good examples), the more reliable method is to recruit celebrities who already have a built-in fan base. The bigger the celebrity following, the bigger the reach of whatever product they're endorsing.

The most famous endorsements create an indelible connection between brands and their spokespeople. The best celebrity endorsers can even become synonymous with multiple brands. Take Michael Jordan—it's not hard to think about the various companies he endorsed over his legendary career (and well into retirement, too).

Michael Jordan

His Airness Michael Jordan has been partnered with Nike since 1984, when the first Air Jordans rolled off assembly lines. The shoe has now 33 editions and numerous re-releases and re-designs with different colors. More importantly, Jordan's affiliation with Nike launched his own spin-off brand, Jordan Brand, which until recently was the #2 best-selling sneaker company in America. The list of famous celebrity endorsements features actors, athletes, and entertainers who have parlayed their fame into even greater paychecks by aligning themselves with everything from shampoo to life insurance.

QUESTION ONE

- a) Define the term, 'celebrity endorsement' [5]
- b) Justify the need for celebrity endorsement of brands. [15]
- c) Evaluate Michael Jordan's Nike endorsement and suggest other brand strategies which could be employed by Nike. [20]

[40 MARKS]

QUESTION TWO

Assess the roles and qualities of a brand manager.

[20 MARKS]

QUESTION THREE

Discuss Keller's Consumer Based Brand Equity model.

[20 MARKS]

QUESTION FOUR

Explain the following brand elements, giving an example in each case:

- | | |
|-------------|-----|
| a) Logo | [3] |
| b) Tagline | [3] |
| c) Graphics | [3] |
| d) Colours | [3] |
| e) Sounds | [3] |
| f) Scents | [3] |
| g) Tastes | [2] |

[20 MARKS]

QUESTION FIVE

Differentiate between attitudinal and behavioural brand loyalty

[20 MARKS]

QUESTION SIX

- | | |
|---|------|
| a) Justify the importance of a brand personality. | [6] |
| b) Assess the qualities of a strong brand. | [14] |

[20 MARKS]

END OF PAPER