



**BERJAYA SCHOOL OF COMMUNICATION & MEDIA ARTS**  
**Faculty of Liberal Arts**

**FINAL EXAMINATION (ONLINE)**

Course Code & Name : **COM 2414 Brand Identity & Positioning**  
Trimester & Year : January – April 2022  
Lecturer/Examiner : Steven K C Poh  
Duration : 3 Hours

**INSTRUCTIONS TO CANDIDATES**

- This online exam will require you to answer all **FIVE (5)** structured questions in Part A and all **TWO (2)** essay questions in Part B.
- An extra 15 minutes will be provided for you to save and submit your work online.
- Your answers must be clear and concise and your entire submission must not exceed a maximum of 2,000 words while using double spacing.
- This is an online examination and it should be completed independently, without discussion with other students or individuals.
- Use your own words or change 2 or 3 words in the sentence in the lecture notes when explaining or defining concepts/theories/models in your answers.
- Always use your own examples and show how they would apply. Just listing an example (e.g., iPhone 12 promotion) is not enough.
- Always support or defend your claim/position adequately.

**Total Number of pages = 3 (Including the cover page)**

**PART A : FIVE (5) STRUCTURED QUESTIONS (50 MARKS)**  
**INSTRUCTION : Answer ALL questions.**

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**QUESTION 1**

**Identify** and explain each of the **NINE (9)** brand identity ideals. **(18 marks)**

**QUESTION 2**

Discuss the **FOUR (4)** differences between a word mark and an emblem when it comes to logo design. **(8 marks)**

**QUESTION 3**

**Discuss** the **FIVE (5)** reasons why brand managers and film studios would want to use product placements. Use relevant examples to support your answer. **(10 marks)**

**QUESTION 4**

Discuss the **FOUR (4)** differences that exist between an Endorsed Brand Architecture and a Pluralistic Brand Architecture. **(8 marks)**

**QUESTION 5**

- (a) Line extensions and category extensions are **TWO (2)** main types of brand extension strategies. Briefly explain what each of them mean and provide an example too support your answer. **(4 marks)**
- (b) In what situation would a category extension be a preferable to brand extension strategy? Provide an example in your answer. **(2 marks)**

**(END OF PART A)**

**PART B : TWO (2) ESSAY QUESTIONS (50 MARKS)**  
**INSTRUCTION : Answer ALL questions.**

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**QUESTION 1**

Brand managers can measure outcomes of brand equity using either **the** comparative **method** or holistic method. Explain what these **TWO (2)** methods **are** and the different approaches available in each method to **effectively** measure brand equity. Use **ONE (1)** example to illustrate each approach. **(24 marks)**

**QUESTION 2**

You are a marketing executive tasked to lead in one of your company's product development initiatives. Your job is to identify a gap in the market of a specific product category as part of your brand's unique market positioning strategy. Choose or create a hypothetical brand.

**(Total 26 marks)**

- (a) Provide **TWO (2)** explanations on what a positioning map is and provide **TWO (2)** ways it can be useful to your marketing team members. **(4 marks)**
- (b) What are the **THREE (3)** main types of salient brand attributes that can be used to represent each dimension of positioning map? **(3 marks)**
- (c) Describe the product category of your choice and provide **TWO (2)** salient brand attributes you will use for your positioning map. **(4 marks)**
- (d) Based on your answer in (c), provide **TWO (2)** reasons why you have chosen those salient brand attributes. **(4 marks)**
- (e) Draw a positioning map that indicates unique market position you wish to occupy with your brand and provide at least **THREE (3)** relevant competitors on the map. **(6 marks)**
- (f) Explain the unique marketing position that your brand wishes to occupy. **(3 marks)**
- (g) Based on your previous answer, describe your **potential** target audience. **(2 marks)**

**(END OF EXAM)**