



BERJAYA SCHOOL OF COMMUNICATION & MEDIA ARTS

FACULTY OF LIBERAL ARTS

FINAL EXAMINATION (ONLINE)

MARKING SCHEME

Course Code & Name : **COM 2414 Brand Identity & Positioning**
Trimester & Year : May – Aug 2021
Lecturer/Examiner : Eugene Foo
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.
- Use double spacing.
- This is an online exam and it should be completed independently, without discussion with other students or individuals.
- Use your own words or change 2 or 3 words in my sentence in the lecture notes when explaining or defining concepts/theories/models in your answer.
- Always use your 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 : SIX (5) STRUCTURED QUESTIONS (54 MARKS)

INSTRUCTION : Answer all questions.

QUESTION 1

Identify **SIX (6)** basic questions for market analysis and provide **TWO (2)** reasons for each question to explain why they are important **(18 Marks)**

QUESTION 2

(a) Discuss **TWO (2)** differences that exist between monolithic brand architecture and pluralistic brand architecture. **(4 Marks)**

(b) In your opinion, under what type of situation would monolithic brand architecture be preferable to pluralistic brand architecture? **(2 marks)**

QUESTION 3

Discuss **FIVE (5)** reasons for why brands and film studios will want to use product placements. Use relevant examples to support your answer. **(10 Marks)**

QUESTION 4

Explain the **SEVEN (7)** qualities of an effective brand name. Provide **ONE (1)** example for each identified quality. You may attach images to support your answer. **(14 Marks)**

QUESTION 5

Explain what are a pictorial marks and abstract marks. Provide **ONE (1)** advantage and **ONE (1)** disadvantage for each when designing a logo. **(6 marks)**

PART B : TWO (2) ESSAY QUESTIONS (46 MARKS)

INSTRUCTION : Answer all questions.

QUESTION 1

Discuss the **EIGHT (8)** advantages and **EIGHT (8)** disadvantages of conducting a brand extension. Provide **ONE (1)** example for each advantage and disadvantage. **(32 marks)**

QUESTION 2

(a) Discuss **TWO (2)** reasons why Alina Wheeler's sequence of recognition is useful for designers. **(2 marks)**

(b) Alina Wheeler's sequence of recognition has **THREE (3)** main aspects. Provide **THREE (3)** explanations and **ONE (1)** example for each aspect. **(12 marks)**

(END OF EXAM)