

**BERJAYA BUSINESS SCHOOL**

**FINAL EXAMINATION**

Student ID (in Figures) : 

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Student ID (in Words) : \_\_\_\_\_  
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Course Code & Name : **BMK2408 Managing Corporate Reputation**

Trimester & Year : May - August 2019

Lecturer/Examiner : Angela Thexeira

Duration : 3 Hours

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**INSTRUCTIONS TO CANDIDATES**

1. This question paper consists of ONE (1) part:  
PART A : FIVE (5) essay questions. Answer ALL of the questions. Answers are to be (100 marks) written in the Answer Booklet provided.
2. Candidates are not allowed to bring any unauthorized materials except writing equipment into the Examination Hall. Electronic dictionaries are strictly prohibited.
3. This question paper must be submitted along with all used and/or unused rough papers and/or graph paper (if any). Candidates are NOT allowed to take any examination materials out of the examination hall.
4. Only ballpoint pens are allowed to be used in answering the questions, with the exception of multiple choice questions, where 2B pencils are to be used.

**WARNING:** The University Examination Board (UEB) of BERJAYA University College regards cheating as a most serious offence and will not hesitate to mete out the appropriate punitive actions according to the severity of the offence committed, and in accordance with the clauses stipulated in the Students' Handbook, up to and including expulsion from BERJAYA University College.

**Total Number of pages = 2 (Including the cover page)**

**PART A : ESSAY QUESTIONS (100 MARKS)**

**INSTRUCTION(S) : FIVE (5) essay questions. Answer ALL questions in the Answer Booklet(s) provided.**

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**Question 1**

*‘It is no coincidence that companies with the best reputations are market leaders’.* Analyse this statement and give supporting examples of good and poor corporate reputation. (20 marks)

**Question 2**

Discuss **FOUR (4)** main elements that influence corporate reputation. (20 marks)

**Question 3**

*‘Brand strategy is a plan that encompasses specific, long-term goals that can be achieved with the evolution of a successful brand’.* Discuss any **FOUR (4)** components for a comprehensive brand strategy. Provide examples for your answers. (20 marks)

**Question 4**

Discuss **FIVE (5)** basic steps in a strategic communication audit. (20 marks)

**Question 5**

*‘A frustrated CEO recently shared that her employees had lost their edge. They were internally focused, their speed-to-market was down, and they couldn’t find a good balance between serving customers well while making healthy margins’.* Elaborate any **FOUR (4)** communications approaches that will reach the employees and encourage behaviours that advance corporate reputation and improve results. (20 marks)

**END OF EXAM PAPER**