



## BERJAYA BUSINESS SCHOOL

### FINAL EXAMINATION

Student ID (in Figures) : 

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Student ID (in Words) : \_\_\_\_\_  
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Subject Code & Name : **BMK2408 Managing Corporate Reputation**  
Semester & Year : September – December 2017  
Lecturer/Examiner : Joseph Choe Kin Hwa  
Duration : 3 Hours

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#### **INSTRUCTIONS TO CANDIDATES**

1. This question paper consists of 1 parts:  
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 of Hospitality 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 of Hospitality.

**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**

Although brands may be as important as ever to consumers, in reality brand management may be more difficult than ever. Explain **FIVE (5)** branding challenges businesses face today.

(20 marks)

**Question 2**

Critically discuss how an organisation can identify and establish a strong brand positioning.

(20 marks)

**Question 3**

Corporate reputation and brand performance transcends the product's ingredients and features to include dimensions that differentiate the organisation. Often, the strongest brand positioning relies on performance advantages of some kind, and it is rare that a brand can overcome severe performance deficiencies.

Examine **FIVE (5)** important types of attributes that underlie corporate reputation and brand performance.

(20 marks)

**Question 4**

You have been appointed as the new Corporate Communication Manager in Berjaya Corporation Berhad. Advise the management on the criteria for effective and efficient corporate communication programme.

(20 marks)

**Question 5**

A brand extension occurs when a firm uses an established brand name to introduce a new product. Evaluate the advantages and disadvantages of brand extension.

(20 marks)

**END OF QUESTION PAPER**