



BERJAYA SCHOOL OF COMMUNICATION & MEDIA ARTS
Faculty of Liberal Arts

FINAL EXAMINATION (OFFLINE)

Course Code & Name : **COM 2614 Strategic Brand Management**
Trimester & Year : September – December 2020
Lecturer/Examiner : Eugene Foo
Start of Exam & Time : 21 December 2020 / 2.00 pm
End of Exam & Time : 23 December 2020 / 2.00 pm

INSTRUCTIONS TO CANDIDATES

- This take-home exam will require you to answer all **FOUR (4)** questions below.
- You must submit your answer no later than 48 hours after you have been granted access to the exam paper.
- Your answer must be clear and concise and your entire submission must not exceed a maximum of 2000 words while using double spacing
- Reference is not needed for this take home exam. In order to facilitate blind grading of the exams, do not put your name anywhere on your exam paper. Instead, you should put your student ID number in the upper left hand corner.
- Note that this exam is to 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)

Answer All FOUR (4) Essay Questions (100 MARKS)

QUESTION 1

A product is anything that we can offer to a market for use or consumption that might satisfy a need or want. All customers are different and seek different benefits from products. Answer (a), (b) and (c) based on Kotler's five product levels. **(Total 20 marks)**

- (a) Describe and explain all levels of Kotler's **FIVE (5)** product levels. **(10 marks)**

- (b) Using only **ONE (1)** product category, construct examples that can be applied to all **FIVE (5)** product levels. You may choose to use real or hypothetical examples. **(5 marks)**

- (c) Based on your previous answers, why is this way of classifying products useful to a business? Explain **TWO (2)** reasons adequately while providing **ONE (1)** example to show how a business might utilize this information to improve their product offerings. **(5 marks)**

QUESTION 2

Co-branding occurs when two or more existing brands are combined into a joint product or are marketed together in some fashion. Discuss **FIVE (5)** advantages and **FIVE (5)** disadvantages of co-branding by providing adequate explanation for each. Use examples to support each point.

(Total 20 Marks)

QUESTION 3

Points-of-difference (POD) and points-of-parity (POP) are important concepts used in the positioning of a brand or product. Answer (a), (b), (c), (d) and (e). **(Total 22 marks)**

- (a) Describe the characteristics of POD and POP. **(2 marks)**

- (b) Discuss the **TWO (2)** sources of POD. Use examples to support your answers. **(6 marks)**

- (c) Discuss **THREE (3)** sources of POP. Use examples to support your answer. **(9 marks)**

- (d) In your opinion, under what situation would it be favourable for a brand to focus on POD? Provide an example to support your answer. **(2.5 marks)**

- (e) In your opinion, under what situation would it be favourable for a brand to focus on POP? Provide an example to support your answer. **(2.5 marks)**

QUESTION 4

The brand value chain model is very useful for brand managers and marketers to plan and layout their marketing programs. Answer (a), (b), (c) and (d) based on the brand value chain model.

(Total 38 marks)

- (a) Explain the brand value chain model and its **TWO (2)** main purposes. **(3 marks)**
- (b) Imagine that you are a brand manager whose job is to assess the feasibility of a marketing program. Construct a marketing program or campaign using the brand value chain model. Briefly describe your marketing program and its objectives. **(2 marks)**
- (c) Based on your answer in (b), analyse each of the **FOUR (4)** value stages. Discuss up to **FOUR (4)** factors for each value stage. Be sure to link your marketing program with each of the **FOUR (4)** value stages. **(19 marks)**
- (d) Additionally, discuss how the **THREE (3)** multipliers can be used to analyse the effectiveness of your marketing program. Discuss up to **FOUR (4)** factors for each multiplier. Be sure to link your marketing program with each of the **THREE (3)** multipliers. **(14 marks)**

END OF EXAM