



BERJAYA SCHOOL OF COMMUNICATION & MEDIA ARTS
Faculty of Liberal Arts

FINAL EXAMINATION (ONLINE)

Course Code & Name : **COM 2614 Strategic Brand Management**
Trimester & Year : September – December 2021
Lecturer/Examiner : Steven K C Poh
Duration : 3 Hours

INSTRUCTIONS TO CANDIDATES

- This online exam will require you to answer all **five (5)** questions below.
- You must submit your answers at the end of the allowed duration.
- Your answers must be clear and concise, and your entire submission must not exceed a maximum of 2,000 words using double spacing.
- References are not needed for this online 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 the instructor's 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 this cover page)

Answer All Five (5) Essay Questions (Total 100 Marks)

QUESTION 1

Recent economic developments have complicated the marketing process and poses significant challenges for brand managers. Discuss **six (6)** common challenges faced by brands in the modern landscape. Use examples to support each point.

(Total 18 marks)

QUESTION 2

Consumers may perceive many different types of perceived risks involved in buying and consuming a product. Answer (a), (b) and (c).

(Total 20 marks)

- (a) Discuss the **five (5)** different types of consumer perceived risks. Use examples to support each point. **(10 marks)**
- (b) Discuss **two (2)** common ways that consumers will handle these risks. Use examples to support your answer. **(6 marks)**
- (c) In your opinion, which type of perceived risk is most prevalent in the age of social media and influencers? Elaborate on why you think this is the case and use examples to support your answer **(4 marks)**

QUESTION 3

There are various criteria for selecting and designing brand elements. Answer (a), (b) and (c).

(Total 12 marks)

- (a) Discuss the **six (6)** criteria used for choosing the ideal brand elements. **(6 Marks)**
- (a) In your opinion, which of the following factors of memorability, meaningfulness, and likability is the most important for brands? Provide an example that supports your answer **(3 Marks)**
- (c) In your opinion, why is it important that brands are protectable? Provide **two (2)** adequate reasons. Use an example to support your answer. **(3 marks)**

QUESTION 4

The '4Ps' of marketing are often not able to fully describe modern marketing programmes. Discuss the various merits of **three (3)** commonly implemented strategies, namely, the product, pricing and channel strategies used in brand managers' marketing programmes. Use relevant examples to support your answers.

(Total 24 marks)

QUESTION 5

The brand resonance model is an important tool to establish **six (6)** brand building blocks.

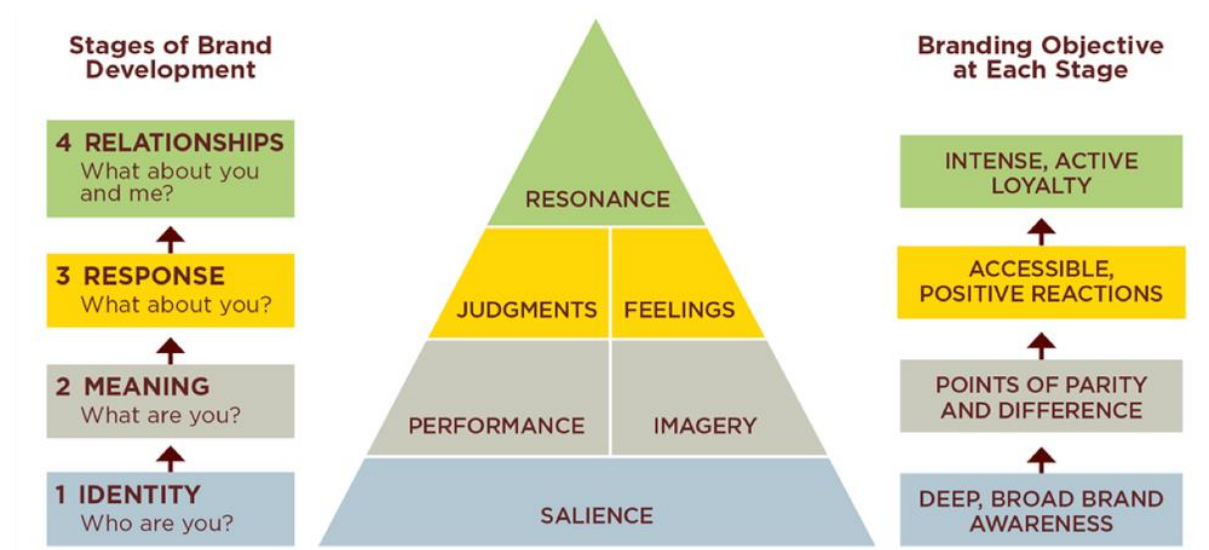
(Total 26 marks)

(a) Briefly describe the brand resonance model and its purpose.

(2 marks)

(b) Based on the diagram below, discuss each of the **six (6)** steps involved in the brand resonance model and explain the factor(s) associated with each stage.

(24 marks)



END OF EXAM