



**FACULTY OF EDUCATION & ARTS
Bachelor of Communication (Hons)**

FINAL EXAMINATION

Student ID (in Figures) :

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Course Code & Name : **COM 2614 STRATEGIC BRAND MANAGEMENT**
Trimester & Year : September – December 2022
Lecturer/Examiner : Steven K C Poh
Duration : 3 Hours

INSTRUCTONS TO CANDIDATES

1. This question paper consists of only ONE (1) part:

This examination : **FIVE (5)** essay questions. Answers are to be written on the Answer consists of Booklet provided. Answer all **FIVE (5)** essay questions.

2. Candidates are not allowed to bring any unauthorised 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 very serious academic 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 = 3 (Including the cover page)

Answer All FIVE (5) Essay Questions (Total 100 marks)

QUESTION 1

Recent developments have significantly complicated the marketing process and pose challenges for brand managers. Discuss **SIX (6)** common challenges faced by brands in the modern landscape. Use **ONE (1)** example 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 involved. Use **ONE (1)** relevant example to support each point. **(10 marks)**
- (b) Discuss **TWO (2)** common ways that consumers will handle these risks. Use **ONE (1)** example to support your answer. **(6 marks)**
- (c) In your opinion, which type of perceived risk is most prevalent in the modern 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

In general, 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 among **THREE (3)** commonly implemented strategies, namely the product, pricing and channel strategies used as part of their marketing programmes. Use **ONE (1)** relevant example to support your answers.

(Total 24 marks)

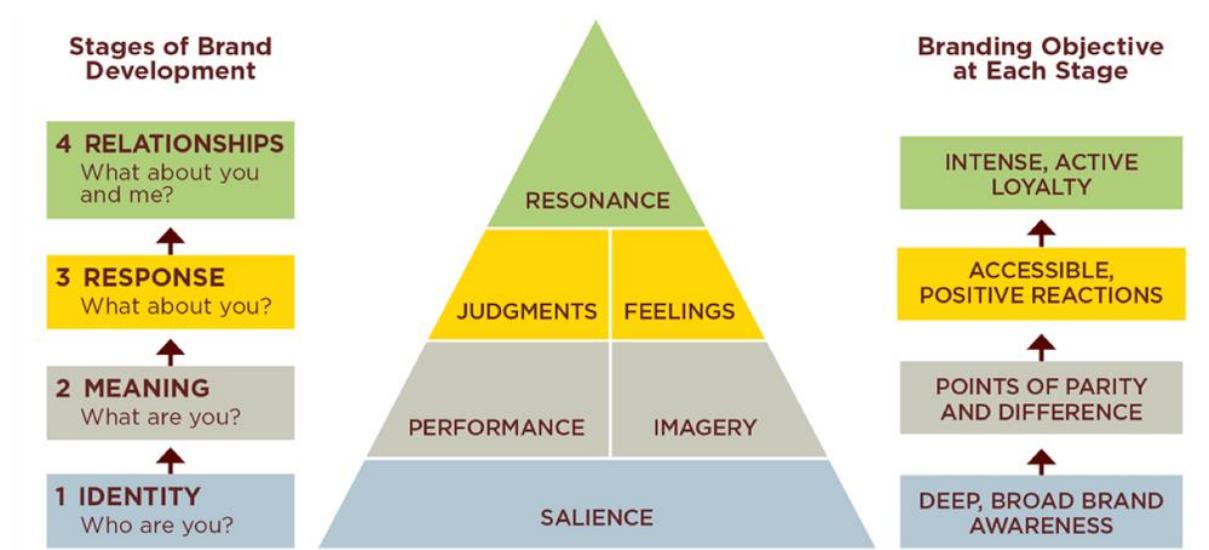
QUESTION 5

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

(Total 26 marks)

(a) 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