



Riara School of Business
Nurturing business innovators

JANUARY– APRIL 2023 TRIMESTER
EXAMINATION FOR BACHELOR OF BUSINESS ADMINISTRATION

DAY/EVENING PROGRAMME

RMK 404: STRATEGIC BRAND MANAGEMENT

DATE: APRIL 2023

TIME: 2 HOURS

INSTRUCTIONS

- i) Answer question one and any other two**
 - ii) Marks allocated to each question are shown at the end of the question**
 - iii) Arrange your work neatly and indicate the questions answered in the Examination booklet**
-

QUESTION ONE: COMPULSORY (30 MARKS)

Question 1:

Keroche breweries Case Study

Police were Wednesday evening looking for alcohol giant Keroche Industries Ltd owners Tabitha Karanja and her husband Joseph Karanja after Director of Public Prosecutions Noordin Haji ordered their arrest over tax evasion amounting to more than Sh14 billion.

“An audit by the authority established that Keroche Breweries Ltd had evaded the payment of tax totalling to Sh14,451,836,375. Having independently reviewed the file and applying the provisions of the National Prosecution Policy, I am satisfied that there is sufficient evidence and that it is in the public interest to charge the suspects with 10 counts of tax fraud, contrary to section 97 (a) of the Tax Procedures Act, 2015,” said Mr Haji.(Source:

a) Discuss the strategies that Keroche can use to revitalize its brand and reputation.

(10 Marks)

b) Briefly explain the **SIX** criteria Keroches marketing manager's can use in choosing brand elements **(6 Marks)**

c) Elaborate to Keroche **FOUR** advantages of brand extensions as their Consultant (**4Marks**)

d) Outline **FIVE** demerits that Keroche could encounter in celebrity endorsement of its brand. **(10 Marks)**

QUESTION TWO

a) Discuss **FIVE** recent developments that pose challenges, making strategic brand management difficult than it should be. **(10 Marks)**

b) With suitable examples, describe **FIVE** factors that make it difficult to build strong brands.

(10 Marks)

QUESTION THREE

a) Discuss, with examples, **FIVE** main challenges brands are experiencing in managing their reputation in the face of emerging new media i.e. digital and social media.

(10 Marks)

b) Pick **TWO BIG BRANDS** in the same category, Evaluate the positioning of each brand.

(10 Marks)

- Who are the target markets?
- What are their main points of parity and points of difference?
- Both performance and imagery
- What is their brand position?

QUESTION FOUR

a) Write short notes on

- I.** Point of parity and points of difference in brand positioning strategies
- II.** Brand Salience
- III.** Brand measurement and Audit
- IV.** Brand extension
- V.** Brand Resonance

(10 Marks)

b) Using examples, discuss **FIVE** types of brand building feelings

(10Marks)

+*****END*****