



THE CO-OPERATIVE UNIVERSITY OF KENYA

END OF SEMESTER EXAMINATION DECEMBER -2022

**EXAMINATION FOR THE DEGREE OF BACHELOR OF PUBLIC RELATIONS
AND ADVERTISING
(YR II SEM I)**

UNIT CODE: BPRA 2211

UNIT TITLE: BRANDING THEORY

DATE: FRIDAY 23RD DECEMBER, 2022

TIME: 2:00 PM – 4:00 PM

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INSTRUCTIONS:

- **Answer question ONE (compulsory) and any other TWO questions**

QUESTION ONE

- (a) Explain five stakeholders that should be the main focus of the branding process. (10 marks)
- (b) Discuss seven organizational benefits of creating a powerful brand. (14 marks)
- (c) Elaborate the 3Cs that help in determining whether a brand has a unique selling position. (6 marks)

QUESTION TWO

- (a) Define the concept 'brand symbol' (2 marks)
- (b) Discuss four benefits of a brand symbol to an organization (8 marks)
- (c) Elaborate five issues that could be ascertained by qualitative research while deciding on a brand character (10 marks)

QUESTION THREE

- (a) You have been invited to a national communication conference to give a talk on 'Steps in building a strong brand.' Explain the major areas you would include in your talk. (14 marks)
- (b) Elaborate any three components of the consumer mindset that influence acceptance of new products (6 marks)
- (c)
- (d)

QUESTION FOUR

- (a) Distinguish the following terms as used in branding theory
 - I. Brand commitment and Brand earnings (4 marks)
 - II. Brand equity and Brand essence (4 marks)
 - III. Brand identity and Brand image (4 marks)

- (b) Elaborate four elements of a brand platform using relevant examples (8 marks)

QUESTION FIVE

- (a) Discuss five characteristics of good brand names that consumers can easily remember (10 marks)
- (b) Explain five types of brand associations geared towards building brand image. (10 marks)