



ZIMBABWE

**MINISTRY OF HIGHER AND TERTIARY EDUCATION,
INNOVATION, SCIENCE AND TECHNOLOGY
DEVELOPMENT**

**HIGHER EDUCATION EXAMINATIONS COUNCIL
(HEXCO)**

NATIONAL DIPLOMA

IN

SALES AND MARKETING MANAGEMENT

SUBJECT: Brand Management

PAPER NO: 531/21/S02

DURATION: 3 Hours

NOVEMBER/DECEMBER 2022 EXAMINATION

REQUIREMENTS

INSTRUCTIONS TO CANDIDATE

1. All questions carry equal marks
2. Answer any five (5) questions

This paper consists of 3 printed pages.

QUESTION 1

Identify and explain any five (5) characteristics of a good brand name
(20 marks)

QUESTION 2

The thrust of the immovable laws of branding is on building a product or service into a world class brand.

Identify and explain any five (5) laws of branding
(20 marks)

QUESTION 3

The brands with higher equity ensure that the business has future cash flows and ensure enduring prosperity of the organisation

Elaborate on the five (5) basic components of brand equity
(20 marks)

QUESTION 4

Examine the five (5) assumptions of the "economic man"
(20 marks)

QUESTION 5

Detail any five (5) challenges in building brand identity
(20 marks)

QUESTION 6

Explain the following benefits attached to the brand by the consumer

- a) Functional benefits (7 marks)
- b) Experiential benefits (7 marks)
- c) Symbolic benefits (6 marks)

QUESTION 7

Consumers use brand personalities in relation to "self" at individual level.

Examine the five (5) ways in which consumers use brand personalities in relation to "self".
(20 marks)

QUESTION 8

Identify and explain the five (5) levels of globalisation

(20 marks)

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