



ZIMBABWE

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

**HIGHER EDUCATION EXAMINATIONS COUNCIL
(HEXCO)**

NATIONAL DIPLOMA

IN

SALES AND MARKETING

SUBJECT: Brand Management 2

PAPER NO: 531/23/M05

DURATION: 3 Hours

REQUIREMENTS

INSTRUCTIONS TO CANDIDATE

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

This paper consists of 2 printed pages.

QUESTION 1

Explain any five (5) common branding mistakes. (20 marks)

QUESTION 2

Give a detailed account of any five (5) elements of Aaker brand identity model.
(20 marks)

QUESTION 3

Describe the brand building process. (20 marks)

QUESTION 4

Explain the Brand Resonance model by Keller. (20 marks)

QUESTION 5

Examine any five (5) challenges firms face in building brand identity.
(20 marks)

QUESTION 6

Discuss any five (5) basic issues of Nation Branding. (20 marks)

QUESTION 7

Examine three (3) key areas of attention for managers in applying the customer based brand management. (20 marks)

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