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MOI UNIVERSITY

OFFICE OF THE CHIEF ACADEMIC OFFICER

UNIVERSITY EXAMINATIONS

2008/2009 ACADEMIC YEAR

THIRD YEAR FIRST SEMESTER EXAMINATIONS

FOR THE DEGREE OF

BACHELOR OF BUSINESS MANAGEMENT

COURSE CODE: BBM 335

COURSE TITLE: PRODUCT MANAGEMENT

DATE: 5TH DECEMBER, 2008 **TIME:** 2.00 P.M. – 5.00 P.M.

INSTRUCTION TO CANDIDATES

- SEE INSIDE.

THIS PAPER CONSISTS OF (3) PRINTED PAGES

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BBM 335: PRODUCT MANAGEMENT

INSTRUCTIONS: ANSWER QUESTION ONE AND ANY OTHER TWO QUESTIONS

QUESTION ONE

The concept of brand equity has reached its peak, branding has become one of the most visible words in the world of marketing. The most important skill in marketing is the creativity and the judgment involved in the ability to recognize when something will be persuasive to people. Products are inherently the same, besides people seek good products with less energy than they use avoiding bad ones. Marketers therefore must realize that when customers buy products they are looking for much more than a good product. They are looking for a friend, companion, partner i.e. products with real life value that makes customers look and feel good about themselves.

- a) With respect to the above context, you have been appointed as a brand manager at Rift Valley bottlers. Using a brand of your choice, discuss various ground rules and strategies that you would take towards effective brand building.

(20 marks)

- b) It is not easy to build brands in today's environment. The brand builders who attempt to develop a strong brand is like a golfer playing a course with heavy roughs, deep sand traps, sharp doglegs and vast water barriers. Discuss.

(20 marks)

QUESTION TWO

- a) What is brand personality?
- b) Show how a brand personality is created by using both product related and non-product related characteristics.
- c) Why use brand personality in building a brand?

(15 marks)

QUESTION THREE

Write short notes on any **THREE** of the following brand identity perspectives.

- a) Brand as symbol
- b) Brand as a product
- c) Brand as a person
- d) Brand as an organization

(15 marks)

QUESTION FOUR

Discuss the elements and use of value proposition citing relevant examples.

(15 marks)

QUESTION FIVE

- a) Giving examples; discuss various strategies that an organization can adopt in leveraging a brand.

(8 marks)

- b) Discuss benefits and purposes of line extensions.

(7 marks)

QUESTION SIX

A brand is more than a product. Discuss.

(15 marks)