



MUEO

MOI UNIVERSITY

**OFFICE OF THE DEPUTY VICE CHANCELLOR, ACADEMIC
AFFAIRS, RESEARCH & EXTENSION**

**UNIVERSITY EXAMINATIONS
2014/2015 ACADEMIC YEAR**

FORTH YEAR END OF SEMESTER EXAMINATIONS

**FOR THE DEGREE OF
BACHELOR OF BUSINESS MANAGEMENT**

EXAM CODE:- BBM 434

COURSE TITLE:- ADVERTISING & BRAND MANAGEMENT

DATE:- 13TH AUGUST, 2015

TIME:- 2.00P.M. – 5.00P.M.

INSTRUCTION TO CANDIDATES

➤ **SEE INSIDE.**

THIS PAPER CONSISTS OF (1) PRINTED PAGES

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BBM 434 ADVERTISING AND BRAND MANAGEMENT

INSTRUCTIONS; ANSWER ANY FOUR QUESTIONS

QUESTION ONE

- a) Explain the difference between absolute and relative cost in advertising. (6marks)
- b) Examine the strengths and weakness of the traditional media. (9 marks)

QUESTION TWO

- a) How do opinion leaders differ from opinion formers and followers? (9marks)
- b) To what extent can advertising be unethical? (6 marks)

QUESTION THREE

- a) Explain the elements to consider measuring advertising effectiveness. (9 marks)
- b) Discuss the issues to consider when selecting media. (6marks)

QUESTION FOUR

- a) Examine the use of slice of life in advertising . (6 marks)
- b) Discuss the importance of branding to consumers. (9 marks)

QUESTION FIVE

Discuss the criteria for choosing brand elements. (15 marks)

QUESTION SIX

A new firm has introduced new cereals for kids. Discuss the guidelines for positioning the new cereals. (15 marks)