INTERNATIONAL UNIVERSITY OF EAST AFRICA
'Learning to Succeed'

FACULTY OF BUSINESS MANAGEMENT

END OF SEMESTER EXAMINATIONS - DECEMBER 2025

PROGRAMME: BBA
YEAR/SEM: YEAR 3/SEMESTER 1
COURSE CODE: MKT 3103
NAME: BRAND MANAGEMENT(MARKETING)

DATE:
TIME:

INSTRUCTIONS TO CANDIDATES:

SECTION A

Section A contains 2 Case Studies with 4 questions each. Each question is worth 10 marks (Total 40 marks)

Question 1:

Case Study 1: Coca-Cola – Building Brand Equity

Coca-Cola has maintained strong brand equity globally through consistent communication, distinctive assets (logo, color, bottle shape), and emotional advertising. However, competition from local and health-conscious beverage brands is growing. Coca-Cola seeks to reinforce its connection with Gen Z consumers in Uganda.

Questions: (Total 40 marks)

1. Discuss how Coca-Cola has maintained brand salience in a competitive beverage market. **(10 Marks)**
2. Evaluate Coca-Cola's use of experiential marketing in reinforcing brand imagery and resonance. **(10 Marks)**
3. Identify how Coca-Cola integrates traditional and digital media in its IMC strategy. **(10 Marks)**
4. Propose strategies Coca-Cola can use to maintain customer-based brand equity among young consumers. **(10 Marks)**

Question 2:

Case Study 2 (40 Marks): Brand Resonance — CityRide E-Scooter

CityRide is a new electric scooter rental service operating around a university area. Students use the scooters once but rarely become repeat users. CityRide wants to understand how to move up each level of Keller's Brand Resonance model to create stronger relationships with users.

Questions (Total: 40 Marks)

1. **SALIENCE**: Identify and discuss THREE reasons why CityRide currently lacks strong brand salience among students**.(12 marks)**

2. **PERFORMANCE:** Identify and analyse THREE brand performance issues that CityRide must improve to build trust and repeat usage. **(12 marks)**

3. **IMAGERY**: Explain TWO ways CityRide could build stronger positive brand imagery among students. **(8 marks)**

4. **RESONANCE:** Recommend TWO strategies CityRide can use to build loyalty and active engagement (top of the pyramid) **(8 marks)**

SECTION B

Section B contains 12 Questions of 20 marks each

Question 1:

Explain how the following dimensions of brand performance can affect brand resonance?

a) Primary Characteristics & Features (5 marks)

b) Reliability, Serviceability & Durability (5 marks)

c)Price (5 marks)

d)Style & Design (5 marks)

Question 2:

Explain how the following dimensions of brand imagery can affect brand resonance.

a) User profiles (5 marks)

b) Purchase & Usage situations (5 marks)

c)Personality & Values(5 marks)

d) History, Heritage & Experience (5 marks)

Question 3:

Differentiate between brand judgments and brand feelings, and discuss how both contribute to achieving brand resonance (20 marks).

Question 4:

a)Discuss the key criteria for choosing an effective brand name.

b)Evaluate two Ugandan brand names based on these criteria.

Question 5:

Explain how visual brand elements (e.g., logo, color, design) contribute to brand identity and awareness. (20 marks)

Question 6:

a)Discuss the strategic role of slogans in reinforcing brand positioning.

b)Discuss how brand jingles can support the creation of positive brand associations.

Question 7:

Describe how PR and word-of-mouth can amplify other marketing activities within an IMC program (20 marks).

Question 8:

a) Differentiate between a premium pricing strategy and a value pricing strategy (10 marks)

b) What are the implications of both pricing strategies on a brand (10 marks)

Question 9:

Explain the following distribution strategies, giving examples of which types of products they would be relevant to

a) Intensive distribution (10 marks)

b) Selection distribution (5 marks)

c) Exclusive distribution (5 marks)

Question 10:

Define the following types of promotional techniques;

a) Media advertising (4 marks)

b) Place advertising (4 marks)

c) Trade promotions (4 marks)

d) Personal selling (4 marks)

e) Consumer promotions (4 marks)

Question 11:

Outline both the pros and cons of the following promotional techniques in an Integrated Marketing Communications plan? (3 pros, 2 cons for each)

a) Media advertising- Print (10 marks)

b) Sales promotion (10 marks)

Question 12:

Describe the following types of brand feelings giving one example of a brand which embodies each emotion?

a) Warmth (5 marks)

b)Security (5 marks)

c) Excitement (5 marks)

d)Social approval (5 marks)