



UNIVERSITY OF RUHUNA
FACULTY OF MANAGEMENT AND FINANCE

No. of Pages : 02
No. of Questions: 05
Total Marks : 70

062

BACHELOR OF BUSINESS ADMINISTRATION HONOURS DEGREE

3000 LEVEL SECOND SEMESTER END EXAMINATION - FEB/MAR 2023

Three Hours

MKT 32503: Brand Management

Academic Year 2021/2022

Instructions

➡ **Answer all questions.**

1) Due to the influence of Covid 19 pandemic, people have concerned about their hygiene needs than ever. Accordingly, hand washing has become a good practice, and effective hand washing has been a reason to reduce the prevalence of diseases by preventing the transmission of viruses. By seeing this trend as a good marketing opportunity, Mr. Saranga, who graduated from the Faculty of Management and Finance, University of Ruhuna with marketing specialization degree in 2021, considers commencing a business and producing a hand wash under the brand name, 'Handy'.

a) Evaluate the suggested brand name with the criteria in selecting a brand name.

(10 Marks)

b) Using market segmentation bases, propose suitable customer segment or segments for this product and justify your selection.

(10 Marks)

c) Referring to this product, explain the brand-product matrix.

(10 Marks)

(Total Marks 30)

2) Brands perform various functions by making them so valuable for customers as well as firms. Therefore, it is important to uncover the value of brands for both of these parties.

Explain the role of a brand and its benefits for customers and firms.

(10 Marks)

- 3) Customer-based Brand Equity Model provides a unique point of view as to what brand equity is and how it should be built, measured, and managed.

Explain the sources of brand equity and the components of the customer-based brand equity model.

(10 Marks)

- 4) While many marketers are employing direct marketing mix strategies, some brand managers are interesting in leveraging secondary brand associations to enhance brand equity.

Explain the entities which can be effectively used to create secondary brand associations with adequate examples.

(10 Marks)

- 5) Marketing environment is not static, it continues to evolve and change often in very significant ways. The changes in the marketing environment in recent years have become obvious challenges in managing brands. Discuss the importance of reinforcing and revitalizing brands in this context.

(10 Marks)

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