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**GARISSA UNIVERSITY**

**UNIVERSITY EXAMINATION 2017/2018 ACADEMIC YEAR FOUR**

**THIRD TRIMESTER EXAMINATION**

**SCHOOL OF BUSINESS AND ECONOMICS**

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

**COURSE CODE: BBM 434**

**COURSE TITLE: ADVERTISING AND BRAND MANAGEMENT**

**EXAMINATION DURATION: 3 HOURS**

**DATE: 08/08/18 TIME: 2.00-5.00 PM**

**INSTRUCTION TO CANDIDATES**

* **The examination has FIVE (5) questions**
* **Question ONE (1) is COMPULSORY**
* **Choose any other THREE (3) questions from the remaining FOUR (4) questions**
* **Use sketch diagrams to illustrate your answer whenever necessary**
* **Do not carry mobile phones or any other written materials in examination room**
* **Do not write on this paper**

**This paper consists of TWO (2) printed pages *please turn over***

**QUESTION ONE (COMPULSORY)**

1. Discuss the basic objective of advertising **[10 marks]**
2. State any three objectives of a brand **[3 marks]**
3. Briefly, discuss the different Measures of Brand Awareness **[6 marks]**
4. State how organization can get the best out of advertising agencies **[6 marks]**

**QUESTION TWO**

1. An advertising agency is an independent organization set up to render specialized services in advertising in particular and in marketing in general, explain why leading organization have resorted to using this agencies **[10 marks]**
2. Briefly discuss why some organization prefer using their own advertising department over the advertising agencies **[5 marks]**

**QUESTION THREE**

1. Define product adoption and discuss the numerous stages of product adoption which a consumer goes through  **[9 marks]**
2. Explain three types of brand extensions  **[6 marks]**

**QUESTION FOUR**

1. Discuss the various advantages of advertising to profit oriented organizations **[10 marks]**
2. The selection of media types to be used in an advertisement undertaking deserves and even demands, the very best thought and judgment of on the part of the top management. Explain the key factors considered **[5 marks]**

**QUESTION FIVE**

1. Define service differentiation and discuss the main factors which can be used for service differentiation **[9 marks]**
2. Advertising plan and decision making focus on three crucial areas, discuss? **[6 marks]**

**QUESTION SIX**

Using the product life cycle analyze the management strategies to use in each stage and briefly state the challenges and benefits in each stage **[15 marks]**