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**GARISSA UNIVERSITY**

**UNIVERSITY EXAMINATION 2020/2021 ACADEMIC YEAR FOUR**

**SECOND SEMESTER 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: 2 HOURS**

**DATE: 05/04/2021 TIME: 3.00-5.00 PM**

**INSTRUCTION TO CANDIDATES**

* **The examination has FIVE (5) questions**
* **Question ONE (1) is COMPULSORY**
* **Choose any other TWO (2) 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)**

**Apple**

When we talk about differentiation, Apple is one of the brands that will most often come to our mind. Started in 1976 by Steve Jobs, Ronald Wayne, and Steve Wozniak, the company has had an unquestionable impact on the consumer electronics and computer software industry.

In fact, nowadays it is considered one of the [Big Tech companies,](https://en.wikipedia.org/wiki/Big_Tech) also known as the Big Five – among Amazon, Google, Facebook and Microsoft.

Ever since its creation, Apple has been well-known for its innovative products, including their Macintosh line computers, the iPod, iPad, and of course – the iPhone. And it has successfully managed to distinguish them from their competitors through a multi-layered approach.

The iconic, elegant and minimalist design on all Apple’s products is one of the first things that makes the brand stand out from its competitors. Their products not only display a different visual style which is aesthetically pleasing, but is also well-thought to simplify the use of each device

This elegance and simplicity is highly valued by customers. And they are willing to pay a premium price for it.

Another factor, which of course is considered a part of the product, is Apple’s unique operating system. However, I wanted to differentiate it in another section because Apple could have stopped at just having a beautiful and visual product. Which, in some cases and depending on the product, can be enough for a company to differentiate itself.

But they didn’t! Apple also wanted to differentiate their products with an operating system that further enhanced user experience, bridging the gaps that were unseen or unaddressed by competitors.

The company’s pricing strategy is another factor that takes part in their differentiation strategy.

The prices for most of their products are significantly higher than those of competitors, set with the idea of being proportionate to the level of quality – with Apple still maintaining high profit margins.

1. Define differentiation. (2 Marks)
2. Explain how apple advances its differentiation strategy. (6 Marks)
3. Discuss other common product differentiation strategies that apple can pursue. (10 Marks)
4. Explain why a customer will pay higher price to acquire apple products. (6 Marks)
5. Explain strategies of Apple competitor Samsung in Mobile industry, (6 Marks)

**QUESTION TWO.**

1. Define the consumer adoption process. (2 Marks)
2. Explain the stages in consumer adoption process. (8 Marks)
3. Discuss the factors that contribute to brand essence. (10 Marks)

**QUESTION THREE**

1. Elaborate how advertising supports the sales team. (10 Marks)
2. Discuss why it’s necessary to measure effectiveness of advertising campaigns. (10 Marks)

**QUESTION FOUR**

1. Using the Boston Consulting Group Model (BCG) discuss the different product categories. (8 Marks)
2. State the common objectives for advertising (5 Marks)
3. Highlight why businesses pursue the branding agenda. (5 Marks)
4. Define branding and give appropriate example. (2 Marks)

**QUESTION FIVE**

1. Discuss how brand awareness is measured. (6 Marks)
2. Discuss common brand positioning errors. (8 Marks)
3. Discuss the challenges a product faces at maturity stage. (6 Marks)