



**ELIZADE UNIVERSITY,
ILARA-MOKIN,
ONDO STATE**

**FACULTY: HUMANITIES, SOCIAL & MANAGEMENT SCIENCES
DEPARTMENT: MASS COMMUNICATION
FIRST SEMESTER EXAMINATIONS
2020/2021 ACADEMIC SESSION**

COURSE CODE: MAC 417

COURSE TITLE: BRAND MANAGEMENT

DURATION: 2 HOURS

COURSE UNIT: 2 UNITS

INSTRUCTIONS TO CANDIDATES:

1. Answer three questions. Question One is compulsory.
2. Candidates must write their matriculation numbers clearly in the space(s) provided. Where additional sheets of paper are used, each page should carry the matriculation number.
3. All Questions carry equal marks.
4. All answers must be clearly and correctly numbered.
5. Write legibly on both sides of the page. Rough work (if any) must be crossed out neatly after use.

1. Assume the role of a brand manager for a specific product or service of your choice.
 - a. Describe the product/service and its USP. *10mks*
 - b. Discuss the skills required of you to successfully manage the brand. *20mks*
2. Graphically illustrate the elements of branding and explain any two of such elements. *15mks*
3. According to Raymond Aaron Group (2013), branding occurs at five different levels starting from the zero level of brand absence to the peak level of brand advocacy. Explain these levels giving relevant examples. *15mks*
4. Several types of branding abound. Identify them and discuss in detail any two. *15mks*
5. Write meaningful notes on the following:
 - a. Brand Equity
 - b. brand Extension
 - c. Co-Branding. *15mks*