



Strathmore  
UNIVERSITY

**SCHOOL OF HUMANITIES & SOCIAL SCIENCES  
BACHELOR OF ARTS IN COMMUNICATION  
BAC4103: BRAND & REPUTATION MANAGEMENT  
END OF SEMESTER EXAM**

**Date: 2<sup>nd</sup> November 2021**

**Time: 15:30 – 17:30**

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**Instructions**

- i) Answer question one and any other two questions in the answer booklet provided.
- ii) Be sure to write your arguments accurately using grammatically correct language.
- iii) Poor expression of thought and language will be penalised.

**QUESTION ONE (30 MARKS)**

- i) In an interview, one question that you may be asked is what value a communications graduate like yourself would bring to a brand. Raise three distinct arguments that address the gaps you would fill. **(9 marks)**
  
- ii) ***'A brand is just a perception, and perception will match reality over time. Sometimes it will be ahead, other times it will be behind. But brand is simply a collective impression some have about a product.'***  
Elon Musk: Tech entrepreneur, innovator and visionary. Elon is CEO of Tesla Motors and space exploration venture SpaceX.

Elon alludes to several things overtly and subtly in that quote. Isolate three and defend them, with suitable examples. **(9 marks)**

- iii) ***'Stories are a great way of catching your audience's attention and for maintaining it. Not just any story – well-crafted stories.'*** As a new employee of Dance!, a PR agency which specialises in branding entertainment artists, articulate a 4 point strategy of how you would use story to brand a client that has been allocated to you. Use your introduction to lay a context for the reader on the entertainer. **(12 marks)**

## QUESTION 2 (15 MARKS)

The following excerpt is taken from an article in a local daily. It is the introduction to a larger article to brand Malindi and make it a popular local tourist destination. Read it and answer the questions that follow.

### **Malindi Journey**

The Kenyan coast is a magical place. It is the destination everyone wants to go to, but if your trip is not well planned, it can be quite expensive. There is a lot on offer along this stretch by the Indian Ocean.

And while many know Mombasa and the surrounding areas of Kilifi and Kwale, about 100km north of Mombasa is a destination that is even much more exclusive. This is Malindi and the surrounding areas, which is relatively unknown and therefore does not have many visitors, though there is potential.

However, despite the hype around Malindi and the seemingly eye-watering prices associated with it, there are ways to work with a modest budget. To begin with, for accommodation, there are a lot of budget hotels and self-catering options on this stretch. Just not on the beach itself, but you will be within walking distance of the beach.

Once you have secured an accommodation within your means, it is time to look for activities and attractions sites to visit, and this is where you will be spoilt for choice.

*(Some details have been altered for purposes of this question)*

Given the stated goal of the article:

- i) Assess any three reasons why the article, as it is on the introduction, would not help in achieving the goal. (3 marks)**
  
- ii) Propose three detailed and implementable ideas on how the article can better achieve the goal. Give specific examples to further elaborate your ideas. (12 marks)**

### Question Three (15 MARKS)

Read the following excerpt and answer the questions that follow.

#### **Stanbic Bank stops fraudulent agents**

THURSDAY SEPTEMBER 02 2021

DAVID VOSH AJUNA. The Daily Monitor- Uganda

The *Daily Monitor* is a Ugandan independent daily newspaper.

Stanbic Bank Uganda said Wednesday it had "countered fraudulent activity by a few of its 3,500 banking agents- aimed at defrauding the bank through a process-flow error that affected some third-party agent banking transactions."

The bank has since mounted efforts with security agencies to recover funds from an undisclosed number of implicated agents from the error in the banking model adopted by the organization three years ago.

"The incident did not affect customer transactions or balances and agency banking services continue to operate normally. Effective operational safeguards are in place to prevent future recurrences," Stanbic Bank's corporate communications wing added.

The bank did not necessarily reveal the amount of money retained by the agents that account for nearly 30 per cent of its total transactions.

"Effective operational safeguards are in place to prevent future recurrences," the bank said.

Numerous cases of cybercrime have recently been reported and related to the 'Agents' banking model across the country. An exponential growth of quickly accessible bank-agents across the country has bred hackers or even organized criminal syndicates that take advantage of the gaps in the model and steal money from accounts upon accessing vital-private data of bank customers.

An annual 2020 Police report estimates that cybercrimes occasioned loss of almost Shs16b in Uganda.

**EDITOR'S NOTE: *An earlier version of this story stated that Stanbic Bank Uganda had suffered a breach of its banking systems, which consequently affected monetary transactions. This was an incorrect statement and the error has since been fixed. We apologise for inconveniences caused.***

- i) What is brand reputation and how is it built? (5 marks)
- ii) How is your definition in i) above exemplified in the article? Discuss and justify any two principles exemplified which can be applied by brands to guard and/ or grow their reputation . (10 marks)

### Question Four (15 MARKS)

In May 2018, Kigali and Arsenal signed a 3-year deal worth £30 million (€34 million) deal.

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Arsenal  @Arsenal · May 23, 2018 

We'll have a sleeve sponsor on our shirts from 2018/19 – we're pleased to welcome our Official Tourism Partner, [@visitrwanda\\_now](https://twitter.com/visitrwanda_now) [arsn.al/nXa4kn](https://arsn.al/nXa4kn)



 843

 5K

 8.3K



- i) How does this idea present a relevant discussion for the brand and reputation management class **(3 marks)**
- ii) Present a brief SWOT analysis of this approach to present Rwanda as a tourist Destination **(12 marks)**