



Strathmore
UNIVERSITY

SCHOOL OF HUMANITIES & SOCIAL SCIENCES
BACHELOR OF ARTS IN COMMUNICATION
BAC 4103: BRAND AND REPUTATION MANAGEMENT
END OF SEMESTER EXAM

DATE: Tuesday 22nd October 2019

Time: 13:00 – 15:00

Instructions

1. This examination consists of **FIVE** questions.
2. Answer **Question ONE (COMPULSORY)** and any other **TWO** questions.

Question 1 is compulsory

Question 1:

Keroche breweries Case Study

Police were Wednesday evening looking for alcohol giant Keroche Industries Ltd owners Tabitha Karanja and her husband Joseph Karanja after Director of Public Prosecutions Noordin Haji ordered their arrest over tax evasion amounting to more than Sh14 billion.

“An audit by the authority established that Keroche Breweries Ltd had evaded the payment of tax totalling to Sh14,451,836,375. Having independently reviewed the file and applying the provisions of the National Prosecution Policy, I am satisfied that there is sufficient evidence and that it is in the public interest to charge the suspects with 10 counts of tax fraud, contrary to section 97 (a) of the Tax Procedures Act, 2015,” said Mr Haji.

- a. Discuss the strategies that Keroche can use to revitalize its brand and reputation. (10 Marks)
- b. “Corporate communication is effective in successful business management and its effects are understood by the corporate leaders in enhancing the reputation of corporations” Discuss this statement in detail as you give practical examples of how Keroche’s directors could use the communication function to enhance its reputation (10 Marks)
- c. Explain in detail, how and why the PR office effectively use Corporate Social Responsibility (CSR) to manage Keroche’s reputation? (10 Marks)

Section 2 – Answer any 2 questions

2. What is the relationship between identity, image, branding and reputation? (15 Marks)

3. Assume that Strathmore university has diversified to packaging mineral water for commercial purpose.

Write a brand awareness campaign strategy for the brand. Include:

- a) a brand name for the mineral water,
- b) tagline;
- c) value proposition, including: product; target market, primary benefit, what makes it unique?
- d) Awareness campaign strategy

(15 Marks)

4. *Asked what she would remember the late Safaricom CEO Bob Collymore for, Jackline Kibisu, an employee at Safaricom said her late boss made motherhood bearable.*

When Bob Collymore, the CEO of Kenya's Safaricom, wanted to know about his poorest customers, he would catch a local bus or walk around Kenya's slums with a prominent anti-corruption activist.

Discuss in details the reputation elements presented in the 2 statements above, and others that may not be presented above, that have helped Safaricom to be positioned as one of the most profitable company in the East African region. (15 Marks)

5. Discuss, with examples, the main **challenges** and **opportunities** brands are experiencing in managing their reputation in the face of emerging new media i.e. digital and social media.

(15 Marks)