



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

DATE: 23rd October 2023

TIME: 13:00-15:00

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)

- a) There are six (6) major elements or factors that make up a brand's corporate reputation. Develop a fictitious company and show how you apply each of those elements for the brand. **(18 marks)**
- b) Discuss any theory (not model) discussed in this unit. In your discussion, also critique its application in maintaining the brand and/or reputation of a brand. **(6 marks)**
- c) **"It takes 20 years to build a reputation and five minutes to ruin it. If you think about that, you'll do things differently."** - Warren Buffett. Isolate any three things you must be careful about not to ruin your personal brand, and demonstrate how they can ruin your brand and a mitigating measure you should take. **(6 marks)**

QUESTION TWO (15 MARKS)

"In today's globalized world, there are more Countries, Regions and Cities that adopt Nation and Place Branding strategies. They use this indispensable tool to manage their image and reputation within and beyond borders." Blooms Consulting.

Should countries care about their reputation? Using Anholt's suggestions as a basis, demonstrate any five areas of focus for a country of your choice. **(15 marks)**

QUESTION THREE (15 MARKS)

"I agree that there should be fancy colours, logos, typography and just all that is eye candy to a brand. But there is a lot more. Much much more."

Examine the major concept the first part of this conversation is referring to? **(3 marks)**

- a) Assuming that the “more” refers to the concept of Brand Equity, define it, dissect its value to a brand and how it can be grown, using any 3 elements of Keller’s brand Equity model. **(12 marks)**

QUESTION 4 (15 MARKS)

"Corporate social responsibility is a hard-edged business decision. Not because it is a nice thing to do or because people are forcing us to do it... because it is good for our business."

Niall Fitzgerald, Former CEO, Unilever

- a) Why has CSR been a source of criticism? Give any three reasons. **(3 marks)**
- b) What is the relationship between CSR and Brand & Reputation Management? Elaborate any 3 relationships. **(12 marks)**