



SCHOOL OF HUMANITIES AND SOCIAL SCIENCES
SPECIAL EXAMINATION

BACHELOR OF ARTS IN COMMUNICATION
BAC 4103: BRAND & REPUTATION MANAGEMENT

Date: 14th May 2026

Time: 09:00-11:00

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)

EcoGlow Africa, a Kenyan skincare company known for its slogan *"Beauty with Integrity,"* has built a strong reputation by promoting natural ingredients, women empowerment, and ethical sourcing from rural farmers. However, investigative journalists reveal that one of its largest suppliers has been underpaying women farmers and engaging in exploitative labor practices. Social media backlash follows, accusing EcoGlow of hypocrisy. Sales decline, influencer partnerships are suspended, and employees begin questioning leadership credibility. In response, EcoGlow publicly apologizes, terminates the supplier contract, launches a supplier audit, and introduces a "Fair Source Initiative."

- a) Analyze four dimensions of EcoGlow Africa's corporate reputation that have been negatively affected by this crisis and explain how the company may rebuild each. **(8 marks)**
- b) Discuss the role of two internal stakeholder groups in both worsening and repairing the brand crisis. **(6 marks)**

- c) Define employer branding and evaluate how this scandal could affect EcoGlow's attractiveness to future talent. Suggest two recovery strategies. **(8 marks)**
- d) Explain why sustainability and ethical sourcing should be treated as strategic reputation investments rather than optional CSR activities. **(8 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.

Justify this stance using Anholt's suggestions as a basis, and demonstrate any five areas of focus for a country of your choice. **(15 marks)**

QUESTION THREE (15 MARKS)

Branding is a lot more than changing colors and typographies. 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. **(15 marks)**

QUESTION 4 (15 MARKS)

Examine why CSR has been a source of criticism and analyse the relationship between CSR and Brand & Reputation Management in 3 agreements. **(15 marks)**