



Investing in Africa's Future

COLLEGE OF BUSINESS AND MANAGEMENT SCIENCES

NMKT 212: BRAND MANAGEMENT END OF SEMESTER EXAMINATIONS

APRIL 2026

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TIME: 3 HOURS

INSTRUCTIONS

1. This paper contains **five** questions.
2. Answer any **four** questions.
3. Start each question on a new page.

Question 1

Examine the development of branding from its early beginnings to the modern view, discussing any **four** processes and improvements over time. **[25 marks]**

Question 2

Select and explain **five** brand elements, showing how they contribute to improved brand visibility and the contexts in which they can be applied. **[25 marks]**

Question 3

Explain any **four** elements of brand equity with reference to recognized models in global literature, and discuss their relevance in marketing products and services. **[25 marks]**

Question 4

Examine any brand identity model and demonstrate its relevance to the branding practices of a business of your choice. **[25 marks]**

Question 5

Identify and explain **five** branding laws, and discuss their role in improving the visibility of products or services in a selected company, industry, or sector. **[25 marks]**

END OF EXAMINATION