



MUNHUMUTAPA SCHOOL OF COMMERCE
Department of Management and Hospitality

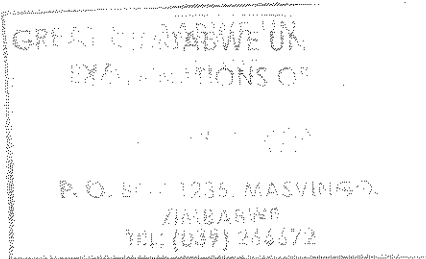
BACHELOR OF COMMERCE

PART 4 SEMESTER 2

MODULE NARRATION

BRAND MANAGEMENT

CODE



HMM 423-2

DATE

2024

TIME

3 HOURS

INSTRUCTIONS TO CANDIDATES

1. SECTION A CARRIES 25 MARKS AND COMPULSORY CASE STUDY
2. SECTION B COMPRISES FIVE QUESTIONS EACH CARRYING 25 MARKS. ANSWER THREE (3) QUESTION ONLY.

SECTION A: CASE STUDY: HMM 423-2 [COMPULSORY]

Read the case study provided and answer the following question(s)

Olivine Zimbabwe

Olivine is one of the largest manufacturing companies of fast moving consumer goods in Zimbabwe. Having been formed in 1931, Olivine is a producer of margarines, candles, bakers' fats, soaps and cooking oils. Through Chegutu Cannery (a company it has 100% shareholding) it produces canned beans, tomatoes, fruits, jams and marmalades. Olivine's major brands are Buttercup margarine, Jade bath soap, Olivine cooking oil, Paafex puff pastry, Dolphin soap, Perfection soap, Bigben soap and the Olivine brand on a wide range of products. Olivine is ISO 9001:2008 certified and its philosophy is quality and value – Our Guarantee, something that the company says resonates with a lot of Zimbabweans. Perfection laundry soap and Jade Bath soap were re-introduced after 10 years recently and were greeted with much enthusiasm in retail outlets and wholesalers alike. The organisation uses the same procedures and processes to consistently produce products with the same quality. The Jade brand and indeed other toilet soaps within Olivine like Romance and Daily Health have a number of customers who are loyal to the brand even though the market for these soaps has been decreasing.

Questions 1

- 1.1 Discuss the significance of branding Olivine's major brands (15 marks)
- 1.2 Explore the motive for brand extensions on Olivine brands highlighted in the case (10 marks)

SECTION B: Answer 3 questions only

Question 2

Assess brand positioning strategies for business organisation in Zimbabwe [25marks]

Question 3

Critically evaluate brand identity prism indicating its significance in brand creation. [25 marks]

Question 4

Discuss Aaker's (1997) brand personality framework. (25 marks)

Question 5

Demonstrate strategies for building brand equity in Zimbabwe. [25marks]

Question 6

Evaluate the significance of branding in Zimbabwe. [25 marks]