



FINAL EXAMINATION
MARCH 2024

COURSE TITLE	BRANDING AND BRAND ACTIVATION
COURSE CODE	RMKT3233
DATE/DAY	23 JUNE 2024 / SUNDAY
TIME/DURATION	09:00 AM - 11:00 AM / 02 Hour(s) 00 Minute(s)

INSTRUCTIONS TO CANDIDATES :

1. Please read the instruction under each section carefully.
2. Candidates are reminded not to bring into examination hall/room any form of written materials or electronic gadget except for stationery that is permitted by the Invigilator.
3. Students who are caught breaching the Examination Rules and Regulation will be charged with an academic dishonesty and if found guilty of the offence, the maximum penalty is expulsion from the University.

(This Question Paper consists of 4 Printed Pages including front page)

*****DO NOT OPEN THE QUESTION PAPER UNTIL YOU ARE TOLD TO DO SO*****

This question paper contains TWO (2) sections. Answer ALL questions in the answer booklet provided. [50 MARKS]

SECTION A (10 Marks)

There are TEN (10) questions in this part. Answer ALL questions in the answer booklet.

1. What is brand activation?
 - A. Establishing a new brand identity
 - B. Promoting a brand through advertising
 - C. Bringing a brand to life through engaging experiences
 - D. Launching a brand globally

2. Which of the following is NOT a key element of brand identity?
 - A. Brand name
 - B. Brand logo
 - C. Brand experience
 - D. Brand activation

3. What is the purpose of brand activation activities?
 - A. To reduce brand visibility
 - B. To create brand awareness and engagement
 - C. To limit customer interactions
 - D. To decrease brand loyalty

4. Which stage of the consumer journey does brand activation primarily focus on?
 - A. Pre-purchase stage
 - B. Purchase stage
 - C. Post-purchase stage
 - D. Loyalty stage

5. What is experiential marketing in the context of branding?
 - A. Marketing through traditional channels
 - B. Marketing through online platforms only
 - C. Creating memorable brand experiences for consumers
 - D. Marketing through product placements

6. Which of the following is an example of brand activation?
- A. Launching a new product line
 - B. Hosting a pop-up event to showcase a brand
 - C. Sending promotional emails to customers
 - D. Conducting market research
7. What role does emotional branding play in brand activation?
- A. It focuses on product features
 - B. It creates emotional connections with consumers
 - C. It limits brand visibility
 - D. It reduces brand loyalty
8. Which of the following is a benefit of successful brand activation?
- A. Decreased brand visibility
 - B. Increased brand awareness and recall
 - C. Limited customer engagement
 - D. Reduced brand loyalty
9. What is the goal of brand storytelling in brand activation?
- A. To confuse customers about the brand
 - B. To create a compelling narrative around the brand
 - C. To avoid emotional connections with consumers
 - D. To limit brand interactions
10. Which stage of the marketing funnel is associated with brand activation?
- A. Top of the funnel (Awareness)
 - B. Middle of the funnel (Consideration)
 - C. Bottom of the funnel (Conversion)
 - D. Post-purchase stage (Retention)

SECTION B

(40 Marks)

There are TWO (2) questions in this section. Answer ALL questions in the answer booklet.

1. The Public is a group or member that has a common interest or value in a particular situation. Discuss the role of the public in public relations concerning branding and brand activation. Compare public relations strategies influence the perception of brands, and analyse **FIVE (5)** key methods for successful brand activation campaigns? (20 marks)
2. An ad execution is the most crucial process in implementing an ad campaign. Discuss the execution of advertising and public relations (PR) strategies in the context of branding and brand activation. Defend these two disciplines work together to create a cohesive brand identity, and determine **FIVE (5)** examples of successful integrated campaigns? (20 marks)

***** END OF QUESTION PAPER *****

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