



FINAL EXAMINATION
MARCH 2023

COURSE TITLE MARKETING OF ISLAMIC FINANCE PRODUCTS

COURSE CODE RFIN4343

DATE/DAY 21 JUNE 2023 / WEDNESDAY

TIME/DURATION 05:00 PM - 07:00 PM / 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 2 Printed Pages including front page)

There are THREE (3) questions in this section. Answer ALL questions in the answer booklet provided. [100 MARKS]

QUESTION 1

(40 Marks)

For many companies global branding has been both a blessing and a curse. A global branding program can lower marketing costs, realize greater economies of scale in production and other variables and provide a long-term source of growth. If not designed and implemented properly, however, it may ignore important differences in consumer behavior and/or the competitive environment in individual countries.

What are the following **TEN (10)** suggestions that can help a company to retain the advantages of global branding while minimizing potential disadvantages.

QUESTION 2

(30 Marks)

The development of successful brands is critical to an organization's success. This requires marketers to achieve three essential branding activities: to enable identification and differentiation, to maintain consistency, and to communicate the brand to customers and other marketing channel audiences. According to Keller (2016), successful brand-building is best accomplished by considering the brand-building process as a sequence of steps.

What are the **FOUR (4)** steps?

QUESTION 3

(30 Marks)

The development of successful brands thus requires customers to be able to both identify the brand and to have appropriate brand-related meaning, reactions, and relationship. Normally, branding must address both utilitarian functional issues and emotions and feelings towards a brand. To achieve a successful brand, or brand resonance, Keller (2016) argues that a foundation is necessary and that these building blocks need to be developed systematically.

To further understand the terminology, how we could apply this brand pyramid (brand salience/brand performance/brand imagery/brand judgements/brand feelings/brand resonance to a shampoo brand as an example.

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