



ZIMBABWE

**MINISTRY OF HIGHER AND TERTIARY EDUCATION,
INNOVATION, SCIENCE AND TECHNOLOGY
DEVELOPMENT**

**HIGHER EDUCATION EXAMINATIONS COUNCIL
(HEXCO)**

NATIONAL CERTIFICATE

IN

SALES AND MARKETING MANAGEMENT

MODULE: Brand Management 1

PAPER NO: 341/22/M06

DURATION: 3 Hours

NOVEMBER/ DECEMBER 2025 EXAMINATION

REQUIREMENTS

INSTRUCTIONS TO CANDIDATE

1. Answer any five (5) questions.
2. All questions carry equal marks.
3. Start each question on a fresh page.

QUESTION 1

Explain any five (5) branding strategies that can be used by an organisation. (20 marks)

QUESTION 2

Detail on any five (5) special areas for branding. (20 marks)

QUESTION 3

Discuss any four (4) strategies used to spot emerging competitors. (20 marks)

QUESTION 4

Describe any five (5) characteristics of a good brand name. (20 marks)

QUESTION 5

Outline any four (4) components of brand equity. (20 marks)

QUESTION 6

Explain any five (5) elements of brand perception. (20 marks)

QUESTION 7

Describe any five (5) elements of brand identity that create a unique corporate personality. (20 marks)