

**FINAL EXAMINATION****BACHELOR OF COMMUNICATION (HONS) IN CORPORATE COMMUNICATION****COURSE : CORPORATE IDENTITY AND BRANDING****COURSE CODE : ADV4023****DURATION : 3 HOURS****INSTRUCTIONS TO CANDIDATES:**

1. This question paper consists of **TWO (2)** parts : PART A (4 questions)
: PART B (2 questions)
2. Answer ALL questions from PART A and PART B in the answer booklet provided.
3. Please check to make sure that this examination pack consists of:
 - i. The Question Paper
 - ii. An Answer Booklet
4. Do not bring any material into the examination hall.
5. Please write your answer using permanent ink.

MYKAD / PASSPORT NO : _____
ID. NO. : _____
LECTURER : _____
SECTION : _____

DO NOT OPEN THIS QUESTION PAPER UNTIL YOU ARE TOLD TO DO SO

This question paper consists of 3 printed pages including the front page.

PART A: SHORT ESSAY

Instruction: Answer ALL questions.

1. Corporate identity can be materialized through several tangible and intangible elements that shape how a company presents itself to the public. Discuss **FIVE (5)** media types of corporate identity. Provide examples to support your answers.
(10 marks)
2. Advancing corporate reputation involves managing various factors that influence how a company is perceived by stakeholders. Briefly explain **FIVE (5)** key factors of advancing corporate reputation. Provide examples to support your answers.
(10 marks)
3. Building a strong company brand requires a strategic approach that aligns employees, organizational structure, communication methods, and a clear brand idea. Discuss **FIVE (5)** key ways to build a company brand. Use examples to illustrate your answers.
(10 marks)
4. Customer satisfaction is a key model for brand identification because a brand's reputation and identity are largely shaped by how well it meets customer expectations. When a company consistently delivers positive experiences, customers develop strong emotional and psychological connections with the brand, reinforcing its identity and market position. Briefly explain **FIVE (5)** factors why customer satisfaction strengthens brand identification.
(10 marks)

(TOTAL: 40 MARKS)

PART B: LONG ESSAY

Instruction: Answer ALL the following questions.

1. The core identity structures in corporate identity brand identification are fundamental elements that define how a company presents itself and is perceived by stakeholders. These structures ensure consistency, differentiation, and authenticity in brand communication. Based on the statement above, discuss **FIVE (5)** key strategies of core identity structures. Provide relevant example to each concept to support your answers.
(20 marks)

2. David Aaker's model on Perceived Quality is part of his broader Brand Equity Model, which focuses on the value a brand holds in consumers' minds. Perceived Quality refers to a customer's perception of a product or service's overall quality or superiority compared to alternatives. Explain **FIVE (5)** key aspects of Perceived Quality in Aaker's Model. Provide relevant example to each component to support your answers.

(20 marks)

(TOTAL: 40 MARKS)

(TOTAL: 80 MARKS)

END OF QUESTION PAPER

