

**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 has become increasingly important as organizations face a rapidly changing environment shaped by various external factors such as intensified global competition, technological advancements and evolving consumer expectations. Briefly explain **FOUR (4)** importances of corporate identity and provide an example for each answer.
(10 marks)
2. Corporate image refers to the overall perception and sets of impressions that stakeholders such as customers, employees, investors, media, and the public hold about an organization at a given point in time. Briefly explain **FOUR (4)** perspectives of corporate image and provide an example for each answer.
(10 marks)
3. Corporate branding refers to the strategic process of creating, communicating, and managing a strong corporate brand that represents the organization as a whole rather than individual products or services. Briefly explain **FIVE (5)** key factors that contributed to the rise of corporate branding and provide an example for each answer.
(10 marks)
4. The Social Identity Theory (SIT) is a psychological framework that explains how individuals derive a part of their self-concept from their membership in social groups. Explain **FIVE (5)** key concepts of SIT and provide an example for each concept.
(10 marks)

(TOTAL: 40 MARKS)

PART B: LONG ESSAY

Instruction: Answer ALL questions.

1. The model of brand identification explains the psychological process through which consumers develop a strong connection and sense of identification with a brand. Explain **FIVE (5)** models of brand identification. Provide relevant example for each component to support your answer.

(20 marks)

2. Kevin Lane Keller's model of brand equity, often referred to as the Customer-Based Brand Equity (CBBE) model, provides a framework for understanding how consumers perceive and interact with brands. Explain **FOUR (4)** key stages of Keller's model. Provide relevant example to each stage to support your answers.

(20 marks)

(TOTAL: 40 MARKS)

(TOTAL: 80 MARKS)

END OF QUESTION PAPER

