

The
Management
University
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POSTGRADUATE UNIVERSITY EXAMINATIONS
SCHOOL OF MANAGEMENT AND LEADERSHIP
DEGREE OF MASTER OF BUSINESS ADMINISTRATION

MKT 507: PRODUCT AND BRAND MANAGEMENT

DATE: 27TH JULY 2026

DURATION: 3 HOURS

MAXIMUM MARKS: 60

INSTRUCTIONS:

1. Write your registration number on the answer booklet.
2. **DO NOT** write on this question paper.
3. This paper contains **FOUR** questions.
4. Question **ONE** is compulsory.
5. Answer any other **TWO** questions.
6. Question **ONE** carries **30 MARKS** and the rest carry **15 MARKS** each.
7. **Write all your answers in the Examination answer booklet provided.**

QUESTION ONE

Read the Case Study below carefully and answer the questions that follow:

A CASE OF M-SAFIRI

In early 2010, the leading TOUR operator in Kenya, SAFIRI TOURS launched one of the most successful implementations of a mobile payment service, M-SAFIRI. The product is called M-SAFIRI since "SAFIRI" is the Swahili word for tour and the "M" is for mobile. The service has grown rapidly since launch, and is currently used by over 4 million guests and tour guides. M-SAFIRI is a SMS - based system that enables users to pay for the tour services using their mobile phone. Customers do not need to have a bank account and can transact at any of the country's over 11,000 safaricom, airtel and other agent outlets available. Registration and deposits are free and charges apply when paying for the services. This enables even the poorest users to be able to use the system at a reasonable cost. Transaction values are typically small ranging from as low as kshs 100.

The service was initially developed by the SAFIRI TOURS, a major player in the tourism sector. And the rationale was reduce dependency on cash for security reasons and offer convenience since payments can be made from your comfort place. Prior to M-SAFIRI many guests and tour guides used to make payments using cash or visa card which was insecure and cumbersome.

M-SAFIRI has benefited directly from closely binding its product brand to telecommunication firms' strong corporate brands. At the time of launch, no operator offering mobile money payment services and heavily invested in consumer education through aggressive above the line marketing campaigns. M-SAFIRI's marketing campaigns have proven successful since today most guests know that M-SAFIRI can be used for payment of services. During the pilot phase of the project, SAFIRI TOURS tested a number of features amongst its trial users and identified one that would be considered a 'killer application' - national payment. The company then focused on building a simple value proposition message around this

feature and developed a clear advertising campaign that would deliver this message nationwide.

The 'LIPA NA M-SAFIRI' campaign resonated with users and positioned M-SAFIRI as a simple, fast and easy way to pay for tour services across the country. Prior to the M-SAFIRI pilot, very little research was conducted to feel out the market opportunity. However, during the pilot extensive field research was conducted with trial guests to better understand their needs and reactions towards the product. A formal research study was conducted by SAM CONSULTANTS through interviews with the participants of the trial.

The key findings from this research can be summarized as follows, guests were happy with the product and were eager to see it expanded to other services so they could transact with friends and family, Prior to using M-SAFIRI, guests were carrying Cash and VISA cards and were switching amongst them. With the introduction of M-SAFIRI, guests were not carrying the cash and visa cards, guests indicated a willingness to use the service and cited security as a key reason for this.

Required:

- a) Examine FIVE reasons why M-SAFIRI is a good brand name (7.5 marks)
- b) Discuss five reasons that Can make M-SAFIRI brand to succeed (7.5marks)
- c) M-SAFIRI after a lot of consultation have appointed you as its product manager examine five roles and the responsibilities expected of you at this new assignment (10 Marks)
- d) Argue FIVE benefits to M-SAFIRI for its brand extension strategy (5 marks)

QUESTION TWO

(a) Examine six reasons why a new product can succeed in a market **(9 Marks)**

(b) Using relevant examples, examine four key components to brand positioning

(6 marks)

QUESTION THREE

(a) Examine six steps that are essential for building a strong brand **(7 marks)**

(b) Argue four activities involved Brand Reinforcement **(8 marks)**

QUESTION FOUR

a) Evaluate five features of services that make them different from products

(10 Marks)

b) Describe five types of service brands **(5 marks)**