



**FUNDAMENTALS OF MARKETING**

**AUG 2022**

**MOCK EXAMS**

**Time:** 5:30 PM – 8:30 PM

**Date:** NOVEMBER 7<sup>th</sup>, 2022

Three hours duration

The Mock will be 3 hours in duration

The mock has **TWO** Parts.

**Task 1** is worth **40%** of the total marks available

**Task 2** is worth **60%** of the total marks available.

You are required to give your answers in the GSM answer booklet provided. Do not repeat the task in your answer, but show clearly the number of the task attempted on the appropriate pages of the answer book. Please start each task on a new page.

Rough work and notes **must** be written in the answer book or on supplementary sheets and **must** be clearly identified.





**SECTION A**  
**BRANDED KENKEY ROLL GETS 500 SALES IN EIGHT MONTHS FOR A RESTAURANT  
THAT SUPPORTS TREE PLANTING**

People want to affect positive change in the world. You see it every day — through their volunteer work, their activism, and their monetary choices.

At the same time, friction slows down and even stops our best intentions.

What if customers can do (at least some) good when purchasing products and services as they go through their day-to-day lives? Smart brands are tapping into this trend. But you don't have to work for a megabrand.

“As a kenkey delivery service, we are damned to use a lot of plastic. I feel bad about it so I'm very open to compensating for that,” said Karim Bashiru, co-founder, **I LOVE KENKEY**.

“I read an article about the Study about reforestation and the major impact we can have on climate change if we just plant enough trees,” Bashiru said.

So the restaurant added a kenkey roll called the Tree Roll to its menu. When a customer orders the Tree Roll, the complete profit goes to tree planting services that plant trees.

“With Trees.com in Sunyani and with Click a Tree elsewhere, we have somebody very ambitious to plant lots of trees for our customers. Planting trees is a hard job and even if somebody realises that it makes a real difference to plant a tree, it doesn't mean this person will grab a shovel and start to plant trees. With the Tree Roll, we want to make planting trees super easy with no possible excuse not to plant trees,” he said.

So far, the restaurant has sold 500 Tree Rolls in eight months. “The majority of people want to change the world, but they are lazy. You always need to make it easy for them to change the world.

Afterward, they will feel good about it. And isn't that the main goal of marketing?” Bashiru said.

And maybe that's what the world needs more of — a little more marketing from people like you, seeking to be a positive force in the world.

“In my opinion, saving our planet is a marketing exercise in the end,” said Chris Kankam, CEO & Founder, of Click a Tree.



You are the Communications Officer for [Trees.com](http://Trees.com) and you have taken it upon yourself to educate a lot more other restaurants on the need to go organic rather than using more plastics which is becoming increasingly detrimental to our health.

- a. Identify **FIVE** different marketing communications tools that can be used to promote your products to these customers **(15 marks)**
  - b. Examine **FOUR** ways by which your firm can benefit from adopting a marketing orientation approach in dealing with the new Ghanaian consumer. **(10 marks)**
  - c. You will want to conduct some research to understand the Hospitality industry in Ghana. Explain any **THREE (3)** essential characteristics of a good marketing research programme. **(15 marks)**
- (Total 40 marks)**

## **PART B – Answer THREE questions only**

### **QUESTION TWO**

Write Short Notes on the following

- (a) Market Penetration Pricing
- (b) Market Skimming Strategy
- (c) Product length
- (d) Positioning
- (e) Market segmentation

**(Total 20 marks)**

### **QUESTION THREE**

In the context of a product from the food and drink industry:

- a. Explain the concept of a product as a tangible and intangible ‘bundle of benefits’ that provides value to customers **(8 marks)**
- b. Discuss any Four (4) implications associated with the transition from a sales-oriented culture to a marketing-oriented one **(12 marks)**

**(Total 20 marks)**



#### QUESTION FOUR

You are employed in the Marketing Department of a mobile cell phone producer. Using examples from your business:

- a. Identify **SIX** different marketing communications tools that can be used to promote the product or service in this context **(12 Marks)**
  - b. Explain **FOUR** ways your business could develop and maintain effective relationships with its buyers and suppliers. **(8 marks)**
- (Total 20 Marks)**

#### QUESTION FIVE

Using examples from the services sector of your choice:

- a. Explain the **FOUR** roles of Information and Communication Technologies (ICT) in delivering an effective service to customers (10 marks)
  - b. Describe **FIVE** key ethical and social responsibility issues that face the businesses in this sector. (10 Marks)
- (Total 20 marks)**

#### QUESTION SIX

You are employed by a business that supplies office furniture to Business-to-Business (B2B) customers. You have been asked to complete the following tasks:

- a. Explains the concept of market segmentation and identify **FIVE** ways in which the company can segment its markets **(12 Marks)**
- b. Explain **FOUR** ways how it might monitor and control the success of its market entry. **(8 marks)**

**(Total 20marks)**

