



BRAND MANAGEMENT

AUG 2022

MOCK EXAMS

Time: 5:30 PM – 8:30 PM

Date: NOVEMBER 8th, 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.



PART A – Compulsory

Weezy Manufacturing company is a wholly –owned Ghanaian multinational firm established in 1985. With presence in seventeen (17) African countries and four (4) European countries, the company has carved a name for itself as a leader in the manufacturing and marketing of cosmetic products under the brand name Clear-skyn.

The Clear-Skyn range of products are segmented into Skincare, Haircare, Perfumes and Decoratives. The Skin care range is made up of products such as cleansers ,toners and moisturizers. The Decoratives include Primers, Concealers and Foundation. Haircare range consists of shampoos ,hair conditioners and styling gel with the Perfumes range made up of Parfum, Eau de parfum and Eau de toilette.

Over the years ,Clear –Skyn range of products has witnessed a decline in its sales volumes. A research conducted by MSR identified the absence of natural ingredients in Clear-Skyn as one of the key factors for consumers now overlooking the brand for other competing brands that are mostly made up of natural products such as shea butter and aloe vera.

Based on the outcome of the research, Weezy Manufacturing Company has decided to introduce onto the market a new range of cosmetics made solely from natural extract. This range of products will be known as **Nature-Skyn**.

As part of its marketing communication strategy to ensure Nature-Skyn is widely accepted by consumers, the company has decided to leverage on Wiyala as its brand ambassador.

As the brand manager for Nature-Skyn range of products, you are to present to your Senior Management Team of Weezy Manufacturing Company on the reasons for appointing a brand ambassador for Nature-Skyn range of cosmetics.

Your presentation should highlight the following:

- a) FOUR benefits Nature-Skyn stands to gain by appointing Wiyala as its brand ambassador **(10 MARKS)**



- b) FOUR criteria that should be considered in the selecting of Wiyala as brand ambassador **(20 MARKS)**
- c) FOUR potential disadvantages of using a brand ambassador for Nature-Skyn Cosmetic **(10 MARKS)**



PART B- Answer ANY THREE questions only**Essay Questions****All questions carry Equal marks****QUESTION TWO**

MAPS is a software solutions provider that has been operating in Ghana for more than fifteen years. With the current economic conditions, the business has suffered from slow growth, compelling its owner, Mr Eric Aboagye to consider selling off his firm and relocate to the United States. As a result, Mr Aboagye has consulted PKF Associates to assess the value and equity of the MAPS brand to facilitate its acquisition by OMNISYS.

As a brands and commercial manager at PKF Associates, you have been asked to present a memo to your Chief Executive Officer. Your Memo should:

- a) **Identify** and **explain** three financial approaches PKF Associates can employ in determining the value and equity of MAPS (10marks)
- b) **Describe** any **TWO** industrial approaches PKF Associates can adopt in determining the equity and value of the MAPS brand(10marks)

(Total 20 Marks)**QUESTION THREE**

In a bid to serve various segments of the market and meet the diverse needs of its consumers, KEAN Industries, a fast moving consumer goods company introduced onto the Ghanaian market seven different variants of its non-evaporated milk, five different variants of toothpaste and twelve different variant of its washing powder.

As the new brands manager of KEAN Industries, you advocated for the retirement of some specific variants of the various brands during the just-ended strategy session, a suggestion which did not receive the full backing of some management members.

As a result, you have been tasked to prepare a compelling presentation to the board as to why some product variants should be retired .Your presentation should



- a) State and explain five compelling reasons why KEAN Industries should retire some of its existing brands (10 marks).
- b) Explain in details two approaches KEAN industries can employ to retire some of its brands, citing example with other brands.

QUESTION FOUR

The Ghana School of Marketing as part of activities marking its student's week is organizing a series of workshops and seminars aimed at bringing industry experts and practitioners to deliver thought leadership papers to students and the marketing community.

As the brands and communications manager of Atipoca, you have been selected to deliver a paper on the topic Leveraging Secondary Associations to enhance brand equity.

Your paper should among other things;

- a) Outline three factors in predicting the extent of leverage from linking a brand to another entity(8marks)
- b) Describe four approaches by which Ghana School of Marketing can leverage secondary associations to build and enhance its brand equity (12marks).

QUESTION FIVE

YENKO is a ride-hailing firm that has operating in Ghana long before Uber, Yango and Bolt started their operations in Ghana. Despite been the first ride hailing company in the country, it has failed to benefit from its first -mover advantages. Since its emergence on to the market, YENKO has relied solely on radio advertisement as a source of creating awareness about the brand.

As part of a massive restricting exercise to turn around the fortunes of YENKO, you have been appointed as the Brands and Marketing Manager. During your first board meeting, you recommended the adoption of an aggressive integrated marketing communications program to help YENKO become competitive.

The Board has tasked you to submit a detailed report that addresses the following issues

You are to submit a report to the SMT that:

- a. Demonstrate **FOUR** benefits that an integrated marketing communications program will lead to an enhanced brand equity for YENKO(8MARKS)
- b. Explain any **THREE** criteria YENKO can use to evaluate the combined effect of its integrated marketing communications program (6MARKS).
- c. Recommend with justification any **TWO** integrated marketing communication tools YENKO can adopt and how it will lead to enhanced brand equity(4MARKS)

(Total 20marks)

QUESTION SIX

At a recent Board Meeting of SoftCare Ltd, manufacturers of Softcare range of sanitary products, it was decided that SoftCare Limited donates 0.50pesewas per pack of every sanitary product sold towards the Ghana Cervical Cancer Board.

- a) Explain whether this initiative is a Corporate Social Responsibility or Cause Branding Initiative, giving reasons for your choice(10marks)
- b) Assuming SoftCare's initiative is a Cause Branding strategy, **Identify** and **explain** the three partners required for the successful implementation of cause branding (10marks).

(Total 20marks)

