



CIMG Pathway 3 Professional Diploma in Marketing

Managing Brands (PDM 301)

**MOCK EXAMS -APRIL 202E SESSION**

The examination comprises of two parts

**Part A - A Compulsory** Case Study and is worth **40** marks

**Part B** - Comprises of **FIVE** (5) questions and Students is to answer any **THREE** (3) questions and total is **60** marks

**Total** marks available – **100** marks

Candidate guidance:

- Answer **all** questions on the separate answer sheet provided and make sure you read the guidance information provided at the top of the answer sheets
- Ensure your student number are provided on the answer sheet
- Read all question carefully before attempting them



## **PATHWAY 3 - PROFESSIONAL DIPLOMA IN MARKETING**

### **BRANDS MANAGEMENT**

#### **Part A – Compulsory**

#### **DOVE BOTTLING COMPANY LTD**

Since 1995 when the first bottled mineral water was introduced in Ghana, the industry has been grown in heaps and bound. Currently there are more than fifteen different bottled mineral water brands on the Ghanaian market.

Dove Bottling Company Ltd was established in 2007 with the mission of providing hygienic drinking water at an affordable cost to Ghanaians. The company's premier brand is Dove bottled mineral water. Dove bottled mineral water comes in a variety of sizes, 500mls, 750ml and 1.5 litres. Over the years, Dove bottled mineral water has enjoyed massive success and it is now among the top three bottled mineral water in Ghana in terms of market share.

In response to changing consumer preferences and competition, Dove Bottling Company Ltd in 2015 introduced onto the market **Dove-active** mineral water. The **Dove-active** mineral water is a folic acid, electrolytes and vitamins B, C and D fortified mineral water that comes in two flavours, lemon and strawberry. **Dove -active** mineral water is positioned for consumers with very active lifestyle such as athletes and students.

As a way of ensuring optimal use of its facilities, enjoying the benefits of economies of scale and leveraging on the success of **Dove-mineral water** and **Dove-active mineral water**, Mr Ryan Dela Ampong, the Chief Executive Officer of Dove Bottling Company Ltd at a Board meeting in 2018 proposed the introduction of Dove range of soft drinks, a proposal which was accepted by all

board members. As a result, Dove Bottling Company Ltd introduced onto the market Dove range of soft drinks in 2019. The soft drinks range include Dove-Cola, Dove-Malt, Dove-Tropical, and Dove-Cocktail.

After a very successful launch of the Dove range of soft drinks onto the market, not much has been achieved in terms of sales. This situation has even led management of Dove Bottling Company Ltd to question whether the decision to enter into the soft drinks segment was a prudent one.

### QUESTION ONE

- a) **Identify** and **explain** the brand extensions types carried out by Dove Bottling Company, citing an example in each case (12marks)
- b) **Outline** four benefits of the extensions carried out by Dove Bottling Company Ltd (8marks)
- c) **Justify** with reasons, which of the brand extensions carried out by Dove Bottling Company Ltd is risky (20marks)

### PART B- Answer THREE questions only

#### Essay Questions

### QUESTION TWO

You have just been appointed as Brands manager for B-Furniture's, a local furniture manufacturing firm that has been experiencing challenges in building its brand. Your responsibility is to take charge of helping build a very strong B-Furniture's brand within the next two years.

- a) **Identify and explain** four main constraints to brand building B-Furniture's will likely encounter (8marks)
- b) **Create** four brand attributes that can serve as Point-of-Difference (POD) elements for B-Furniture's (12marks)
- c) **Provide** three criteria needed for the brand attributes listed in (b) to serve as Point-of-Difference (POD) (6marks).

### QUESTION THREE

You work as the brands manager for Maryan Industries, a limited liability company involved in the production and marketing of Mar detergents and sanitary towels.

Your company is having a three-day retreat this December at Safari Valley and you have been tasked to present to the board on Cause Branding and why Maryan Industries should consider adopting it.

Prepare your presentation to include the following:

- a) **Demonstrating** the difference between Cause branding and Corporate Social Responsibility, giving an example in each case (6marks)
- b) **Evaluate** three reasons why Cause branding should be pursued by Maryan Industries (6marks)
- c) **Enumerate** two advantages and disadvantages of Cause Branding (8marks)

(Total 20marks)

#### QUESTION FOUR

As a newly appointed brands manager for KYC Company Limited, you have been tasked by the Senior Management Team to conduct a brand audit to ascertain the health of your firm's brand.

You are to submit a report to the SMT, detailing the following

- a) **Description** of what a brand audit is ,outlining four benefits of conducting of a brand audit for KYC(4)
- b) **Explain** to the board the two main stages involved in conducting a brand audit. (4marks).
- c) **State and explain** any three qualitative approaches to brand audit that can be adopted by KYC company (12marks)

**(Total 20marks)**

#### QUESTION FIVE

Since 1965, the Golden Horse brand has been a market leader in the men's footwear segment. However, for the past five years, the brand has been experiencing a decline in its brand equity and management is bent on reinforcing and revitalizing the brand. Kindly assist management of Golden Horse brand to

- a) **Differentiate** between brand reinforcement and brand revitalization, giving an example in each case (4marks).
- b) **Enumerate** three benefits of carrying out brand reinforcement(6marks).
- c) **Identify and explain** four approaches Golden Horse can employ to revitalise its brand (10marks)

**(Total 20marks)**

## QUESTION SIX

As the brand manager for Anigye Company Limited, you have been invited by the Ghana School of Marketing to deliver a presentation to its Brands Management class on the topic: **The Role of Brand Portfolio in Brand strategy.**

Develop your presentation to address the following

- a) a **description** of what a brand portfolio is, giving an example to illustrate (4marks)
- b) **outline** three reasons why firms introduce multiple products in a category(6marks)
- c) **Identity** and explain the special roles products play in a brand portfolio strategy with examples(10marks)

**(Total**  
**20marks)**