



BRAND MANAGEMENT

MOCK EXAMS

Time: 5:30PM – 8:30PM

Date: 30th May 2023

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 CIMG answer book 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

Caption Solutions is a Pan-African Information Technology firm established in 2010. Caption Solutions brings together the best information and communications technologies to help clients grow, compete, and serve their customers better.

Caption Solutions has been very successful in the Ghanaian market as it provides cyber security solutions, managed services, digital infrastructure solutions and Cloud storage services to companies in diverse industries such as banking and finance, Insurance, telecommunications, hospitality and educational sectors.

At its recent board meeting held at Safari Valley, Founder and CEO, Mr. Augustine Adjei announced a new strategic direction for the firm, that will see the IT firm setting venturing into real estate. The real estate arm of the company is to be known as Caption Properties & Realty.

Task

- i. **Identify and explain** the brand which brand extension strategy Caption Solutions is embarking on **(5 marks)**.
- ii. **Critically evaluate** FOUR benefits and FOUR risks associated with Caption Solutions extension strategy **(20 marks)**.
- iii. **Critically assess** the impact of Caption Solutions brand extension strategy on its overall brand equity **(15 mark)**



PART B- Answer ANY THREE questions only

Essay Questions

All questions carry Equal marks

QUESTION TWO

Since its establishment in 1973, the RockWear brand has been a market leader in the men's corporate footwear segment. The brand has enjoyed enormous success but has seen its market share over the past five years declining year after year. AS a means of halting its decline, management of RockWear is exploring innovative approaches revitalise and reinforce the brand.

You have been approached as a marketing and brands expert by RockWear to assist in its reinforcement and revitalisation process. In your role, kindly assist management of RockWear 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 RockWear can employ to revitalise its brand (10marks)

(Total 20marks)

QUESTION THREE

EasyRide is an international ride-hailing business that has been operating in Francophone West Africa for the past fifteen years. The company is considering extending its operations into Anglophone West Africa, with Ghana selected as the first country EasyRide will enter.



In order to build a very strong brand in Ghana, you have been approached as a Marketing and Brands Consultant to assist EasyRide better understand the Ghanaian market.

As part of your consultancy work for EasyRide, you have been task to present to the Board a situational analysis of the Ghanaian environment on EasyRide's brand building strategy.

Your presentation should include:

- i. **identification and evaluation** of any **FOUR** macro environmental factors that will have significant impact on EasyRide's brand building strategies in Ghana. **(14marks)**
- ii. Critically evaluation of any **TWO** micro environmental factors and its potential impacts on EasyRide's operations in Ghana. **(6marks)**

QUESTION FOUR

The Ghana School of Marketing (GSM) 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 POC Multimedia, you have been selected to deliver a paper on the topic "Leveraging Secondary Associations to enhance GSM's brand equity".

Your paper should among other things;

- a) **State and explain** any **two** factors in predicting the extent of leverage from linking the GSM 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, giving an example in each instance (12marks).

QUESTION FIVE

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 SIX

You have recently been appointed as the Brands Manager of ESD Industries Ltd, a fast moving consumer goods (FMCG) company. An audit of the firm's product revealed the it has the following products

- i. seven different variants of its non-evaporated milk,
- ii. five different variants of toothpaste and
- iii. six different variant of washing powder

Based on the outcome of your audit, you have advocated for the retirement of some specific variants of the various brands at a recently held strategy session. This suggestion did not receive the full backing of some management members and you have therefore been tasked to prepare a compelling presentation to the board as to why some product variants should be retired.

As part of your presentation, you are to:

- a) State and explain five compelling reasons why ESD Industries Ltd should retire some of its existing brands **(10 marks)**.
- b) Explain in details **two** approaches ESD Industries Ltd can employ to retire some of its brands, citing example of other brands that have used similar approach **(10marks)**.

(Total 20 Marks)

