



BRAND MANAGEMENT

OCTOBER 2021

MOCK EXAMS

Time: 5:30PM – 8:30PM

Date: 30th DECEMBER 2021

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 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

Jaythel Prestige Ltd is a wholly-owned Ghanaian multinational firm established in 1975 and engaged in the manufacturing and marketing of Fast Moving Consumable Goods (FMCG). The company has a staff strength of 285 permanent staff and 130 casual employees.

The Company's products are segmented into Foods, Home Care and Personal Care. The Foods division includes spreads, tea, savory, oils, and health and wellness. The Home Care division comprises the laundry and household care categories. The Personal Care division includes skin cleansing and oral categories. The Personal Care Division contributes about 45% of the company's revenue.

Among the Personal Care Divisions, oral categories contribute nearly 29% of the firm's revenue. Jaythedent is a toothpaste brand by Jaythel Prestige Ltd and regarded as the number one toothpaste in Ghana. Jaythedent comes in 120 grams pack. Despite the massive success of Jaythedent, the company has witnessed a pattern of declining sales and market share over the past three years. Jaythedent market share has shrunk from 38% in 2015 to 27% in 2020.

Among the reasons been touted for the decline in sales and market share is the introduction of new variants by competitors. As a way of staying relevant and regaining its market share, Jaythel Prestige Ltd has introduced new variants of its Jaythedent toothpaste namely Jaythedent Herbal, Jaythedent Minty and Jaythedent Charcoal.

QUESTIONS

- 1) Identify what type of brand extension has been carried out by Jaythel Prestige Ltd with its Jaythedent brand. (5 marks)
- 2) If Jaythel Prestige Ltd introduces a **90 grams pack** of its Jaythedent toothpaste, what kind of extension will that be? (5 marks).
- 3) **Differentiate** between vertical and horizontal brand extensions, give examples in each case (10 marks).



- 4) **Identify** and **explain** five steps involved in evaluating brand extension opportunities (20marks)



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

Firms can adopt various approaches to measuring their brand equity. As a brands manager,

- i. **Differentiate** between direct and indirect approaches to measuring brand equity (4marks).
- ii. **Identify and explain industrial** financial measures of brand equity? (6marks).
- iii. **Describe** clearly the dimensions of the Interbrand Model for measuring brand equity, (10marks)

QUESTION THREE

As the brands Manager of Point of Care Pharmaceuticals, you have been tasked by your Senior Management Team to prepare on a report that addresses the impact of Brand Reinforcement and Revitalization on the pharmaceutical industry.

- i. **Outline** THREE importance of reinforcing brands (6mark)
- ii. **Explain** the difference between brand revitalization and brand reinforcement(4marks)
- iii. Describe the **TWO** strategic options Point of Care Pharmaceuticals can embark on to revitalize its brand(10marks)

QUESTION FOUR

As a brands manager of ECL International headquartered in Accra Ghana, your company is considering extending its operations into Nigeria, Asia, South America and Western Europe.

You are been tasked to present to your Board of Directors on the need to embark on this strategy. You presentation should highlight the following:



- i. **State and Explain any FIVE** global branding strategies ECL can adopt when going international potential barriers AJR international will encounter going global.(15marks)
- ii. **FIVE** reasons that could be behind ECL decision to go global.(5marks)

QUESTION FIVE

BELLA Incorporated in a Fast Moving Consumer Goods (FMCG) Company operating in Ghana for the past 50 years. At their last Board Meeting, the company decided to retire five of its brands due to declining sales. You have been approached as by BELLA Incorporated to make a presentation to its Board on How to Retire Brands.

- i. Enumerate **FOUR** reasons why BELLA INC. should retire some of its brands(8marks)
- ii. Explain **THREE** approaches BELLA can implement to retire some of its brands(12marks)

QUESTION SIX

During a recent national retreat of TMN Ghana at Sogakope, its Managing Director, Mr. Kuku Yawson emphasized the need for the company to conduct a brand audit. As a brand manager, develop a briefing paper to address the following:

- i. **FOUR** benefits of conducting a brand audit(8marks)
- ii. **Describe One** Qualitative and **One** Quantitative approach for conducting brand research (10marks?)
- iii. Provide **two** reasons for undertaking brand Inventory (2marks)