



INTERNATIONAL MARKETING

AUG 2022

MOCK EXAMS

Time: 5:30 PM – 8:30 PM

Date: NOVEMBER 10th, 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: Compulsory (Answer All Questions)

Case Study Analysis - 40 Marks

Information on Niche Cocoa Industries

Niche Cocoa Industry was established in the year 2011 and is the leading processor of cocoa in terms of private ownership. Niche Cocoa has a big factory at the free zones enclave off Tema-Aflao highway where it carries integrated processing, manufacturing, packaging, and warehousing of semi-finished and finished goods processed cocoa products. Niche Cocoa prides itself with state-of-the-art manufacturing plants and accessories with a current installed capacity of 60,000 tonnes of cocoa beans.

As a quality control effort to guarantee consistency of quality production of products, Niche Cocoa has state-of-the-art quality control and strict adherence to HACCP and F55C22000 quality management system standards@ <http://nichecocoa.com/company/>. This resulted in receiving the Presidential National Award for Exporter of the year in years 2013, 2014, and 2015@ <http://nichecocoa.com/company/>.

1c. Products manufactured by Niche Cocoa Industry

Niche Cocoa Industry processes cocoa beans into alkalized cocoa powder, cocoa butter, cocoa liquor for exports, and Niche bar chocolates for the local markets. Niche bar chocolates are manufactured in 12 different flavours in 100 g bars and 62.5g bars selling at Gh¢10/bar and Gh¢6/bar respectively. These are in the form of 10 bite packs and five bite packs. There are 2 types that appear in 24 bite packs of dark chocolate and milk flavoured. Nine of the varieties are flavours such as Coconut, Ginger, Orange, Strawberry, Banana, Mango, Lime, Honey, and Coffee.

Niche bar chocolates have unique, moderate sugar-sweetened with original cocoa flavour taste across the brands. Niche bar chocolates are attractively packaged in different package designs with images of fruit flavour on the labelling. The cocoa products of Niche Cocoa are processed to meet standards related Halal, Kosher, Fairtrade, Organic, FDA, Ghana Standards Authority and UTZ certification.

Customers of Niche Cocoa Industry are two-fold, customers in business market and customers in consumer markets. For customers in business markets, Niche Cocoa relies on distributors some of which are key distributors of FMCG's , big retail chain companies the likes of Shoprite, Palace hypermarket, Mr. Price, Game, and in shopping malls where spaces are booked solely for marketing Niche bar chocolates. Other customers are retailers of staples, confectionaries etc.



In consumer markets are the middle and high income earning classes including low income customers with aspirational desire, and increasing income into the middle class. These customers usually appreciate the health benefits of chocolates. They in turn also buy for their dependents, relatives, and friends.

Management and leadership of Niche Cocoa Industries have taken a strategic decision to embark on a market development strategy in West African countries namely Cote d'Ivoire, Liberia, Gambia, Sierra Leone, Togo, and Nigeria. In your role as Assistant Manager in charge of international market affairs, you've been asked by management to address the following issues:

1. Your task is to examine external marketing environmental factors likely to impact News Corporation with regard to its decision to go international (10marks).
2. Explain and justify why you would adopt and deploy adaptation and standardized approaches in different West African markets (10marks).
3. Recommend and justify two international marketing orientations suitable for Niche Cocoa Industries with regards to products of the company (10marks).
4. Recommend and justify two modes of entry into international markets (10 marks)

Total Marks = 40marks.

SECTION B:

(Answer any 3 Questions)

1. You have been appointed as the business development manager at Kasapreko Company Limited responsible for international marketing business. The company is poised to expand its international business into the South African market.
 - (a) Explain an appropriate and suitable international marketing orientation for Kasapreko (**5marks**)
 - (b) Explain and justify a suitable mode of entry into the South African market (**5marks**)
 - (c) Explain two market restrictions Kasapreko Company Limited is likely to encounter in entering the South African market (**10marks**).

2. You have been appointed as an international marketing strategist to enable the company to expand its markets for growth and profitability. In this newly appointed role, you are being asked to critically assess how adaptation and standardization are suitable approaches to going international **(20marks)**.

3. After a face-to-face discussion with the Business Development Manager of the Association of Ghana Industries in your role as an International Relations Consultant, you have been asked to advise the association on the concept and practice of globalisation. This would enable them to roll out some members of AGI into international markets. Your roles specifically are directed at the following:

- (i) Describe five types of globalisation concepts for AGI and the business implications of each to the association **(5marks)**.
- (ii) Assess the potential strengths of globalisation to the AGI and its members **(10marks)**.
- (iii) Examine five potential challenges of globalisation to members of Association of Ghana Industries **(10marks)**.

4. You are a digital marketing practitioner with a wide knowledge base in international marketing concepts and practices. You have been selected as a consultant by a group of SMEs planning to explore and exploit opportunities from international markets. You are tasked to do the following:

Recommend and justify three digital marketing strategies they could use to enable them to gain international marketing presence **(10marks)**.

Explain the critical success factors the SMEs must consider in order to benefit from the use of digital marketing strategies **(10marks)**.

5. After attending a Conference on the need for organisations to embark on international marketing strategies by the Ghana Free Zones Authority,

(i) you have been asked in your role as a delegate to the conference to explain from social, financial, political, economic, technological, and ecological perspectives, the rationale of embarking on international marketing strategy **(10 marks)**.

(ii) you have also been asked to explain potential challenges these organisations could encounter from the perspective of the PESTLE/Competitive factors **(10marks)**.

Total = 60 marks