



MANAGING CORPORATE REPUTATION

MOCK EXAMS

Time: 5:30PM – 8:30PM

Date: 01 June

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

Naverna Bottling Company is a water bottling company set up in 2010. The company produces Naver bottled mineral which comes in various sizes namely 500ml, 750ml and 1.5litres. In 2016, the company extended into operations into the production of carbonated drinks and introduced Naver-Cola, Naver-Pine, Naver-range and Naver energy drink.

Over the period of thirteen years, Naverna has carved a very strong reputation for its brand, and as at 2021, its Naver bottled mineral water commanded twenty-three (23%) market share of the bottled mineral water market.

In January 2023, about forty-five customers complained about the presence of impurities in Naverna water. This led to company recalling three different batches of their mineral water from the market. The aftermath of this incident has led to a sharply decline in its market share from twenty-three (23%) to sixteen (16%). The company has also witnessed a sales decline in its carbonated drink range of products, a situation that is very worrisome for management of Naverna Bottling company.

In your role as the Communications Manager of Naverna Bottling Company, you have been tasked by management to submit a report to the Senior Management Team (SMT) on the impact on incident on the firm's reputation.

Your report should;

- i. Clearly differentiate if the incident is an **issue** or **crisis(8 marks)**
- ii. Assuming the incident is an **ISSUE**, enumerate any **three** response strategies that can be used to address the issue(**12marks**)
- iii. **Select and justify any ONE** of the response strategies in (iii) above that Naverna Bottling Company can adopt to manage its reputation in the wake of the incident (**8marks**).
- iv. Assuming the incident is a crisis, **justify** what crisis the incident is and adduce reasons for the communication strategy to be used in addressing the crisis to mitigate its impact of Naverna's corporate reputation (**12marks**).

Total: 40marks



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 recent by survey by research firm Marketing360 concluded that the reputation of the RockWear brand is at its lowest management of RockWear is exploring innovative approaches enhance its reputation. At a management meeting, a board member suggested RockWear carry out a rebranding exercise. However the Communications Manager recommended Corporate Social Responsibility (CSR) as an alternative approach to enhance Rock Wear's reputation.

As the Communications Managers, you have been tasked to produce a briefing paper to management that:

- i. Proposes **FOUR** arguments for the adoption of Corporate Social Responsibility as a strategy to enhance RockWear's corporate reputation **(10marks)**.
- ii. Describes any **THREE** types of Corporate Social Responsibility **(6marks)**.
- iii. States and explain **TWO** communication strategies that can be employed to communicate RockWear CSR activities **(4marks)**.

(Total 20marks)

QUESTION THREE

Reputational risk and Conduct risks are two major challenges that confront every organization. You have been tasked to submit a briefing paper to your organization on the impacts of these risks on your organization.

Your briefing paper should:

- i. Describe any **four** sources of reputational risk(**10marks**)
- ii. Critically evaluate **three** reasons why reputational risk is very difficult to manage(**6marks**)
- iii. Discuss in detail **two** impacts of conduct risk on a firm's marketing and profitability.(**4marks**)

QUESTION FOUR

FABKAM is an electronic company that specializes in the sales and marketing of television, refrigerators, air-conditioners, microwaves and chest freezers.

The company recently established a Corporate Communication Department and you have been appointed as the Corporate Communications Manager.

You are to prepare and circulate a memo to the various departmental heads that:

- i. State and explains the **three** main types of corporate communication, citing an example in each instance (8marks).
- ii. Critically assess **four** ways by which FABKAM can leverage corporate communications to enhance its reputation and brand equity (8marks).
- iii. Describes in details, any **two** characteristics of corporate communication (4marks).

QUESTION FIVE

Fruitylife Industries is a manufacturing company that produces Fruitylife range of drinks. Fruitylife products are a natural, no-sugar, no-preservatives fruit juices that are widely available in major supermarkets and retail shops in Ghana.

At a recent board meeting of Fruitylife, the Brands and Communications Manager appealed to members of the Board to play an active role in helping promote the reputation of Fruitylife.

Recommend with justification FOUR roles board members of Fruitylife Industries can play in managing their firm's reputation.

(Total 20 Marks)

QUESTION SIX

The Ghana School of Marketing as part of bridging the gap between academia and industry have instituted an annual Guest Lecture Series , an event in which renowned industry players are given the chance to present to student on selected topics.

This year's topic is "**Reputational Theories and Its Strategic Implication for Organizations.**"

In your role as the Marketing and Communications Manager for ESTEL Communications Group, you have been selected to deliver a presentation on the above topic to students.

Your presentation should:

- a) **State and critically assess** three reputational theories **(12 marks)**.
- b) Select any **ONE** of the above-assessed reputations theories, and **evaluate** its strategic implications for enhancing organization's reputation **(8 marks)**.

(Total 20 Marks)