



MANAGING MARKETING PROJECTS
MARCH 2023
MOCK EXAMS
<p>Time: 5:30PM – 8:30PM</p> <p>Date: 29 May</p> <p>Three hours duration</p> <p>The Mock will be 3 hours in duration.</p> <p>The mock has TWO Parts.</p> <p>Part 1 is worth 40% of the total marks available.</p> <p>Part 2 is worth 60% of the total marks available.</p>
<p>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.</p> <p>Rough work and notes must be written in the answer book or on supplementary sheets and must be clearly identified.</p>



Part A– Compulsory

Case

Redesigning of Ghana International Trade Fair Center

The Ghana Trade Fair Center is the largest fairground in the Greater Accra Region of Ghana. It was initiated by Ghana's first President Dr. Kwame Nkrumah to stimulate the country's international trade and to carry forward his vision of pan-African union. The trade fair center and its first international trade fair was opened on February 1, 1967. The Center has hosted numerous events both local and international. These include Trade Fairs, musical concerts etc. Some events including the 7th ECOWAS trade fair (2013).

A Memorandum of Understanding was recently signed between the Ghana Trade Fair Company (GTFCL) and Stellar Holding Pte. Limited for the implementation of the project for the conversion of the current Ghana International Trade Fair Center site into a new modern mixed-use smart, green, and sustainable commercial estate. As per the agreement, Stellar Holding will establish a partnership organization for the development of a 65-acre portion of the 140-acre Global Trade Fair site at a cost of approximately US\$1 billion.

The first phase of the project will focus on the development of the Convention Center and Exhibition Halls for the World Economic Forum, Africa. Facilities such as luxury hotels, high-end malls, and other residential and commercial development will be included in Phase 2 of the redevelopment project.

Furthermore, the agreement is expected to allow the formation of a Joint Venture Company to speed the development and financing of world-class luxury hotels, high-end malls, and other residential and commercial developments on land spanning 65 acres, as agreed in Phase 2 of the MoU.

This new destination will also house a technological hub that will serve as a commercial, research, and high-end manufacturing center to support the government's industrialization drive into the twenty-first century, as well as a Made-in-Ghana trade hub that will help small and medium-scale enterprises.

The implementation of the project is seen as a key tool in realizing government's goal of repositioning Ghana as a trading hub for West Africa. The company created a project idea and Blueprint for this goal, and then hired a Horizontal Developer to supply the necessary infrastructure and services for the Master plan's vertical development.



The project will be carried out in three phases. The first phase will entail the transformation of a total of 100 acres into a mixed-use complex which will include the development of a 12,000-seater trade convention center. The second phase will include the development of modern hotels, retail shops, among others while the third phase will involve the development of recreation and other facilities on the remaining 50 acres. Upon completion, the facility will allow Ghanaians to compete in the twenty-first-century market economy by unleashing their creativity and innovation. The government of Ghana has budgeted US \$2bn for the redevelopment of the Ghana International Trade Fair Centre. The project is anticipated to take about three to five years.

According to the Minister for Planning, Professor George Gyan- Baffour, the investment will generate additional tax revenue from new businesses and investors, locally and in the international sphere. Addressing investors, he stated that the Centre will provide an estimated 10,000 jobs including 3,000 direct jobs and 7,000 indirect ones throughout the value chain. "That is from project planning to construction and post-construction management," he explained. He further added that once completed, the Trade Fair Centre will generate permanent employment opportunities for more than 10,000 people, as well as an estimated US \$150m worth of business annually.

On tourism, he affirmed that the development also has huge potential to boost the sector in the country. "The Ghana Trade Company has made sure that the design, concepts would drive tourism through the various theme parks and hotels as well as the retail outlets that will serve the entire sub-region," he said.

Source: Wikipedia (2023); Construction Review (2022)

Required:

Your organization has been contracted to manage the marketing of the project for the conversion of the current Ghana International Trade Fair Center site into a new modern mixed-use smart, green, and sustainable commercial estate. The current administration has requested from you the project manager to present it with a report on how you will market the project. In a Report to the current administration, provide information on the following:



- a. Perform a situational analysis of the project, determining the appropriate tools to use. [10 marks]
- b. Make a solid case for the viability and justification of the project to the defined stakeholders of the project [10 marks]
- c. Discuss the marketing strategy your team intent to pursue to communicate the project. [10 marks]
- d. Outline and discuss briefly the project phases and Lifecycle [5 marks]
- e. Explain the business case and the project schedule [5 marks]

(40 Marks)

PART B – Answer **THREE** (3) questions only here

Essay and Application Type Questions

Question 2

Your organization – a non-governmental organization (NGO), has won a bid to manage a project that is aimed at changing the behaviour of people towards waste management and to get them to adopt an initiative of green practices and recycling proposed by your organisation

Required:

1. As the project manager for the initiative, indicate three main objectives that you will pursue to achieve the goals of the NGO. [5 marks]
2. Perform a marketing audit in which you consider the breakdown of your marketing communication in line with your objectives. [10 marks]
3. Indicate the type of marketing audit you have performed and how it can be used to minimize project risks. [5 marks]

(20 marks)



Question 3

A key stakeholder from the quality department of an organization overseeing a project that you manage has required information about the tailoring of the project management processes done by your team to run a campaign about new taxes introduced in an industry. The stakeholder additionally, wants information about the rationale for selecting the processes you engaged, their implementation level details and how they will be used to manage interdependencies.

Required

1. Discuss the standard project management document from which the information being sought can be found.
[5 marks]
2. Prepare the appropriate project management document that the project stakeholder is requesting providing the detailed information being sought.
[15 marks]

(20 marks)

Question 4

Your organization have won a contract to communicate the benefits of adopting digitization in an industry which has experienced tax evasion over the years due to lack of appropriate records. As the project team lead you have been tasked to run a campaign to create awareness.

Required

1. Undertake a PESTLE analysis to inform your organization about the factors that are likely to impact on your task. [10 marks]
2. Undertake a SWOT analysis to inform your organization about your capabilities as a project team to undertake the task.
[10 marks]

(20 marks)



Question 5

You have been contracted to plan a community recreational centre for a district in your region. The centre is to serve as an income generating venture for the community and also to serve as a social centre where the youth can meet. You have two weeks to submit a report on the plan.

Required

1. In your report, discuss your plan for the centre through the phases of the project life cycle.
[15 marks]
2. Discuss the importance of your plan and how you intend to market it.
[5 marks]

(20 marks)

Question 6

Technological development has resulted in changes in the way organizations undertake their projects. Stakeholders are constantly seeking for new ways of doing things leveraging on technology. Your team is currently working on developing content for a campaign using all forms of media. Your campaign is targeting stakeholders of various segments and you are to deliver a presentation on the new things you can do to reach your targets effectively.

Required:

1. Examine the adoption of continuous innovation in managing this project stating the advantages.
[10 marks]
2. Discuss the importance of the continuous innovation you have adopted and the challenges that can arise with the innovation. [5 marks]
3. Explain the role of credibility in managing this project. [5 marks]

(20 marks)

End.

