



INTEGRATED MARKETING COMMUNICATIONS

MARCH 2022 SESSION

MOCK EXAMS

Time: 5:30PM – 8:30PM

Date: 30th May 2022

Three hours' duration

The examination comprises of **TWO** parts

Part A - A **Compulsory** Case Study and is worth **40** marks

Part B - Comprises of **FIVE** (5) questions and Students is to answer any **THREE** (3) questions and total is **60** marks

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.

Candidate guidance:

- Answer **all** questions on the separate answer sheet provided and make sure you read the guidance information provided at the top of the answer sheets
- Ensure your student number are provided on the answer sheet
- Read all question carefully before attempting them
-

Rough work and notes **must** be written in the answer book or on supplementary sheets and **must** be clearly identified.



PART A - Compulsory

Integrated marketing communication goes a long way in creating brand awareness among customers at a minimal cost. Integrated marketing communication is essential not only for business to business marketing but also for direct interaction with customers. Organizations implementing integrated marketing communication not only successfully promote their brands among target audience but also develop trust among those who would always stick to their brands, no matter what. Through integrated marketing communication, a similar message goes to customers simultaneously, eventually creating a better impact on them, the end-user does not even think of buying Brand B, if features and benefits of Brand A are communicated well to the end-users. Integrated marketing communication is more effective as it carefully blends various marketing tools such as advertising, public relations, direct marketing and so on.

Integrated marketing communication scores over traditional ways of marketing as it focuses on not only winning new customers but also maintaining long term healthy relationship with them. Integrated marketing communication ensures two way dialogue with customers - a must for all businesses. Customer feedback needs to be monitored well if you wish to survive in the long run. Remember, their feedback is valuable and need to be evaluated carefully. Gone are the days when marketers used to rely only on advertising and simple promotions to make their brand popular among end- users. In the current scenario of cut throat competition, marketers need to promote their brands by effectively integrating relevant marketing tools for better results and increased productivity. Integrated marketing communication plays an essential role in delivering a unified message to end-users through various channels and thus has better chances of attracting customers. A single message goes to customers across all marketing channels be it TV, Radio, Banners, hoardings and so on. Integrated marketing communication ensures the brand (product or service) is an instant hit among end-users. It also develops a sense of attachment and loyalty among end-users.

Marketers do not also have to think really hard as to which marketing tool is really effective in creating brand awareness. Integrated marketing communication saves time which is often lost in figuring out the best marketing tool. Through integrated marketing communication, marketers can smartly blend and integrate all marketing tools for better response. (Management Study Guide, 2022)

The Coca-Cola Company is a worth learning model on applying IMC strategy. The company mainly uses the mass media methods: print advertising, banner ads and TV advertising. Advertising is one of the most direct ways of marketing. The Coca-Cola Company uses a marketing mix of advertising strategy to promote products, moreover, it's campaigns are based on social media and Web interactives for sales promotion and marketing which makes Coca Cola Company's advertising very iconic. Throughout its history, it has created various advertising campaigns that have had a significant impact on the society and culture. The packaging design of the product has become the indispensable brand and image. As a result of their aggressive advertising and integrated marketing activities, Coca-Cola has repeatedly been ranked No.1 soft drink manufacturer globally. (Athena, 2016)

As a Marketing Consultant the Senior Management Team of Coca Cola Ltd (Ghana) has asked you to do the following:



- 1) Develop an integrated marketing communications plan for Coca Cola Ltd (Ghana). Your plan must include a highly competent and skilled team for implementation purposes (20 Marks)
- 2) Explain how Coca Cola Ltd (Ghana) can utilize digital platforms and channels to ensure effective Integrated Marketing Communications (20 Marks)

PART B - (Answer Any 3 Questions)

Your Marketing Agency (Origin8 Ghana) has been awarded a contract as the official marketing agency to handle Nestle Ghana Ltd's marketing and promotional campaigns for the next 4 years. As a result of this, your Managing Director has asked you to prepare a Report to cover the following areas:

- 3) Describe how IMC can help Nestle Ghana Ltd to build relationships with potential customers, improve brand image and ensure a positive brand reputation for your company (20 Marks)
- 4) Develop an IMC campaign with the main objective of increasing sales for Nestle Ghana Ltd, detailing the various communication mix elements which will optimize the company's IMC efforts (20 marks)
- 5) Critically evaluate 5 metrics which could be used to monitor/measure the success or otherwise of Nestle Ghana Ltd's IMC campaign. (20 marks)
- 6) Explain to the Senior Management team of Nestle Ghana Ltd how distributor channel conflicts may adversely affect the company's objective(s) and propose suitable channel conflict management approaches for mitigation purposes (20 marks)
- 7) You have recently been appointed as Marketing Manager of Kasapreko Company Ltd (manufacturer of the famous Alomo Bitters liquor and Awake Mineral Water). The Senior Management Team of the company has decided to invest Ghc 5,000,000 into promoting one of its fairly new range of carbonated drinks (Puma Drinks) through massive "above the line" marketing campaigns. However, the proliferation of media houses, coupled with numerous on-going advertising campaigns by competitors could water-down your advertising efforts.

With the help of an illustration, demonstrate to the Senior Management Team how "Noise", within the communication process, could affect Kasapreko's communication efforts
(20 Marks)

