Time: 5:30PM – 8:30PM

Date: 30 MAY

Three hours duration

The Mock will be 3 hours in duration.

The mock has **TWO** Parts.

Part 1 is worth 40% of the total marks available.

Part 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.

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PART A Case Study (Compulsory)

Digital Disruption: Political Marketing in the Age of Social Media (40marks)

In the recent parliamentary election, two candidates, Janet Dogbe and Kwame Ziggah, embarked on intense political marketing campaigns to win the support of voters. They employed contrasting strategies to reach and engage with the electorate.

Janet Dogbe 's campaign team recognized the power of social media in shaping public opinion and decided to focus their efforts on digital platforms. They created a strong online presence by utilizing popular social media platforms like Facebook, Twitter, and Instagram. They regularly posted engaging content, including campaign updates, behind-the-scenes glimpses, and personal stories. They also leveraged data analytics to identify key voter demographics and tailor their messages to resonate with specific segments of the electorate.

Kwame Ziggah, on the other hand, adopted a more traditional approach to political marketing. His campaign team relied heavily on traditional media channels like television, radio, and print advertisements. They organized town hall meetings, door-to-door canvassing, and public debates to connect directly with voters. They emphasized personal interactions and face-to-face communication to convey their candidate's message and policies. In addition, the campaign team recruits and trains volunteers who engage in door- to-door canvassing, distribute campaign materials,

and encourage voter registration. They also organize phone banks to reach voters directly and ensure a strong voter turnout on election day.

As the election day drew nearer, both candidates faced challenges and successes in their political marketing endeavors.

1. Identify **three (3)** advantages that each candidate's marketing approach offer in terms of reaching and engaging with voters

2. Examine **four (4)** potential risks or drawbacks Janet Dogbe might face by relying solely on social media for her political marketing campaign.

3. **Assess four (4)** risks or drawbacks might Kwame Ziggah encounter by relying solely on traditional media channels for his political marketing campaign?

4. Considering the current media landscape, which candidate's marketing strategy do you think was more effective in influencing public opinion and mobilizing voters? Justify your answer.

PART B: ESSAY-TYPE QUESTIONS

Instruction: There are Five Questions in this Section. You Are Required to Answer any Three (3)

1. Discuss the **five (5)** roles of political branding and messaging in shaping public perception and influencing voter behavior. Provide examples from real-world political campaigns to support your analysis.**(20marks)**

2. Evaluate the impact of digital media on modern political campaigns. How has the rise of social media platforms transformed the way political candidates communicate with voters? Assess the advantages and challenges associated with utilizing digital platforms for political marketing. **(20marks)**

3. (a) Discuss any **four (4)** potential ethical challenges that candidates and their campaign teams may face when promoting their messages and engaging with voters?

    (8marks)

    (b) Based on your response to (a), you have been invited by the campaign team of a new political party to make a presentation on how ethical guidelines and regulations could be implemented to ensure transparency and fairness in political marketing

    (12marks)

4. Compare and contrast political marketing strategies employed in local elections versus national elections. How do the campaign tactics, target audience, and budget allocation differ between these two levels of political contests? Analyze the factors that contribute to the varying approaches in political marketing at different levels of government.

(20marks)

5. Examine the role of data analytics and voter targeting in political marketing. How can political campaigns utilize data-driven insights to identify and engage with specific voter segments? As a political marketing strategist, write a report to your Campaign Director discussing the potential benefits and concerns associated with the use of data analytics in political campaigns. **(20marks)**