



BRAND MANAGEMENT

AUGUST 2023

MOCK EXAMS

Time: 5:30 PM – 8:30 PM

Date: 7th November 2023

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 CIMG 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

JAYTHEL FOODS INC. (JFI)

The Ghanaian Fast Moving Consumable Goods (FMCG) industry is growing at a very fast pace. Industry reports project the value of the industry to be worth 4 billion dollars. FMCG includes food, personal care, health, etc. with the food segments contributing approximately 45-50%, accounting for nearly 2 billion dollars.

Established in 1967, Jaythel Foods Inc. (JFI) is a leader in the food segment, controlling about 37% of the market share. The company has several brands such as Jaymilk, CocoJay range of drinks, Jaynoodles, Jaymato paste among others. *Jaymilk*, the flagship product and brand of Jaythel Foods Inc. is the market leader in the milk category in Ghana, controlling 42% of the market and contributing 39% of the firm's annual revenue. However, for the past three years, JFI has witnessed a progressive decline in Jaymilk's market share, from 54% in 2018 to the current 42% as of December 2021. Intense competition, changing consumer preferences, low entry barriers, presence of ready substitutes are some of the reasons identified as causes of Jaymilk's dwindling fortunes. To compound matters, the very dynamic brands manager of Jaymilk, Mr. Adom Yawson recently resigned.

As a very astute marketer and brands manager, you have been appointed as the brands' manager for Jaymilk, with the sole aim of halting the brand's decline in market share and positioning it towards recovery. During your first meeting with the board of the company, you indicated your desire to carry out a brand audit of Jaymilk, a suggestion that seemed unpopular with some board members. You have therefore been tasked to submit a report to the board. The reports should:

- a) **Argue five compelling reasons** why conducting a brand audit for **Jaymilk** will be beneficial to the company (20 marks).
- b) **Provide a detailed explanation of** the two main steps involved in a brand audit process(10marks)
- c) **State and briefly describe TWO** examples each of Qualitative and Quantitative research approaches for conducting a brand audit (10marks).

PART B- Answer ANY THREE questions only

Essay Questions

All questions carry Equal marks

QUESTION TWO

Golden Apparels is a fashion house specializing in authentic African designs and couture. Having operated extensively in Ghana for the past twelve years, the firm is considering going global with its bespoke designs and apparel. As a brands manager, you have been tasked to make a presentation to the founders of the organization on the need to go global. Your presentation should address the following issues:

- a) A critical evaluation of **FOUR** reasons why Golden Apparels should go global. (10marks)
- b) **State and explain** five potential advantage and disadvantages of Golden Apparels adopting a global marketing programs (10marks)

(Total 20marks)



QUESTION THREE

Adotel is a telecommunication firm operating in Ghana. At its recent board meeting, the firm decided to invest a percentage of its earnings into Cause branding initiatives. In your role as a brands manager, you have been asked to present a briefing paper to the board detailing the following:

- a) **Explaining** the difference between Cause Branding and Corporate Social Responsibility, giving an example for each (4marks).
- b) **Enumerate** FIVE advantages Adotel is likely to benefit from by adopting Cause Branding initiatives (10marks).
- c) **Evaluate** three demerits associated with Cause Branding that Adotel can be exposed to by implementing Cause Branding strategies (6marks).

(Total 20 Marks)

QUESTION FOUR

After operating for nearly ten years as a manufacturer of Ghana's popular soft drink, G-Cola, Mega Breweries is considering carrying out brand extension as a way solidifying its presence on the market.

- a) **Identify and explain** the two main brand extension approaches available Mega Breweries, giving example to support the identified approaches (6marks).
- b) **Argue with** justification which of the two approaches identified in (a) should Mega Breweries should undertake (10marks).
- c) **State and describe any** two factors that will facilitate the acceptance of Mega Breweries brand extension strategies by its consumers (4marks).

(Total 20 Marks)



QUESTION FIVE

You have just been appointed as Brands Manager for B-Furniture, a local furniture manufacturing firm that has been experiencing challenges in building its brand. Your responsibility is to take charge of helping build a very strong B- Furniture brand within the next two years.

- a) **Identify** and **explain** four main constraints to brand building B-Furniture will likely encounter (8marks)
- b) **Create** three brand attributes that can serve as **Point -of Difference (POD)** elements for B-Furniture's(6marks)
- c) **Describe** three criteria needed for the brand attributes listed in (b) to serve as **Point-of-Difference (POD)** (6marks).

(Total 20 Marks)

QUESTION SIX

Arise Foods, a fast-growing eatery with over thirteen branches dotted across the country is embarking on a mission to rebrand and change its name to Aduanipa Fie. You have therefore been approached to help the firm achieve these objectives of rebranding by changing their key brand elements.

Present a report to the Manager Director to

- a) **Discuss** three key roles that their new brand elements will play (5marks)
- b) **Demonstrate** with examples five criteria you will consider when choosing brand the new elements(10marks)
- c) You have recommended the appointment of brand ambassador for Aduanipa Fie. **Outline** five characteristics such a person should possess to serve as an effective brand ambassador(5marks)

(Total 20 Marks)

