

CIMG Programme Pathway 3 Professional Diploma in Marketing

Brands Management (PDM 301)

JUNE 2023

DURATION: 3 HOURS

The examination comprises of two parts:

Part A - a compulsory case study, worth 40 marks

Part B - answer any three questions, worth 60 marks in total

PART A

CASE STUDY – COMPULSORY

DELIS ENERGY LIMITED (DELIS)

Delis Energy Limited (DELIS) is an oil marketing company (OMC) brand known for delivering quality fuel products and service at its fuel retail service stations in Ghana. The company has consistently featured in the top-20 ranking in terms of market share. Over the last seven years, DELIS has won several industry awards. Some of the awards the brand won are:

- Emerging Brand of the year
- The Fastest Growing Brand of The Year

From a humble beginning with just 4 stations located in the Greater Accra region in year 2015, the company has grown quickly over the last seven years and has expanded its retail footprint to 80 locations in various communities of Ghana. The company sells petroleum products such as petrol, diesel, kerosine and LPG at its retail outlets. Based on research findings, management has decided to introduce the lubricant product category unto the market. Lubricant and fuel are two major leading product categories at fuel stations in Ghana. Lubricants are used as complementary products to fuel products. There are three main lines under lubricant category. These are;

- Engine oil
- Coolants
- Greases

Engine oils provide protective film for moving parts; coolants provide cooling for high temperature in the engines and greases provide lubrication and cooling for high friction automotive parts.

Unlike fuel product category, car owners and drivers change lubricants on average of 3 months depending on use. According to Market Analysts, the ratio of lubricant to fuel consumption is 1:100. This means that for every 100 litres of fuel consumed, 1-litre lubricant is required. In Ghana, Auto-Mechanics are key influencers for choice of lubricants. Most equipment owners rely on mechanics' recommendation for lubricant brand choice.

Currently there are three major players in the lubricant segment of the market. These three brands collectively control 90% of the market. They have been in the market for the past 50 years and have been trusted by consumers for their quality products.

DELIS is seeking to make sound branding decision to position the new lubricant product category to penetrate this competitive market. You are the Brand Officer recently hired by DELIS to manage the new lubricant product.

Question A - Compulsory

In a memorandum to the Marketing Manager of DELIS, discuss the advantages and disadvantages of extending the mother brand DELIS to the new lubricant product category.

(40 marks)

PART B – ANSWER THREE (3) QUESTIONS ONLY FROM THIS SECTION

Question Two

As a Brand Officer of a soft-drinks company, write a report to the Marketing Manager that lists and explains the advantages of adopting “Branded House” approach in branding strategy over that of “House of Brands”. **(20 Marks)**

Question Three

You are the Brand Officer reporting to the Marketing Manager of a soft drinks company. Write a report to the Marketing Manager, explaining why conducting a regular Brand Health study (Brand Audit) allows you to keep a pulse on your brand. **(20 marks)**

Question Four

As Brand Officer reporting to the Category Manager of a soft drinks company, write a report that discusses the relationship between **Brand Equity** and **Customer Equity** for a soft drink brand under your management. **(20 Marks)**

Question Five

You are the Brand Officer of Delis Hotel Limited; a 3-star hotel facility located on an inter-city highway. Your boss, the Marketing Manager, requested that you prepare a report on “**How to use Community Engagement to reinforce the Delis brand**”. The Delis brand has experienced intense competition in recent times from new hotels who have entered the local market with aggressive packages for guests. **(20 Marks)**

Question Six

As the Brand Officer developing a new soap brand, write a report to the Marketing Manager that lists and explains 5 key criteria to be considered in choosing brand elements for the new soap. **(20 Marks)**