

SECTION A - COMPULSORY

THE CASE OF A NEW TOOTHPASTE MANUFACTURING COMPANY

The feasibility report submitted by Alexander Deon, an offshore investor, who has taken advantage of the investment-friendly climate by the Ghana Investments Promotion Centre (GIPC) has been approved. The Chief Executive Officer (CEO) of Deon Manufacturing Company (DMC) intends to establish a factory to produce three variants of toothpaste, targeted at the children, youth and adult segments, in the Central Region.

The CEO, at a ceremony, indicated his desire to roll out this environmentally friendly brand in three variants and in three regional capitals: Cape Coast, Takoradi & Accra

The Ghanaian business environment is becoming increasingly competitive with heavy investments in both offline and on-line promotional activities and aggressive distribution strategy. This according to him, will at the end of the day enhance the visibility of the DMC brands in the cities. These aggressive campaigns will enhance brand awareness and preference. Beyond this, there is the need to design quality products, build and strengthen marketing orientations of all categories of staff.

At a meeting to finalise details to ensure a successful post launch marketing management operation, the Marketing Manager was charged to review the current organizational and environmental challenges being faced by the company. This has become necessary, in order to provide adequate inputs that will form the basis for a successful roll-out of their brands and effectively manage the life cycle challenges adequately.

SECTION A

QUESTION ONE - COMPULSORY

Required

- (a) Discuss any **Five (5)** operational strategies that will be associated with the rolling out of the three variants by DMC (**10 marks**)
- (b) Propose any **Four (4)** recommendations that will enhance an effective rolling strategy (**10 marks**).
- (c) You have been appointed as a Consultant to DMC and requested to submit a report that will discuss any **Two (2)** characteristics and any **Two (2)** strategies that will be adopted by DMC at each stage of the life cycle of the DMC products. (**20 marks**)

SECTION B - ANSWER ANY THREE (3) QUESTIONS FROM THIS SECTION

QUESTION ONE

- (a) Distinguish between production concept and the marketing concept (**5marks**)
- (b) Discuss any Five (5) strategic initiatives associated with transitioning from a production-oriented culture to a marketing oriented one (**15 marks**)

QUESTION TWO

Your company intends reviewing its segmentation strategy, with the changing competitive environment. As a Marketing Manager of your company, you have been requested to submit a report detailing out any **Four (4)** factors that will have to be considered when formulating such a strategy including any **Four (4)** criteria that will form the bases for an effective segmentation strategy (**20 marks**).

QUESTION THREE

Discuss any **Five (5)** key operational challenges associated with the promotion of internal marketing-oriented culture, including any **Five (5)** recommended strategies that will enhance the effectiveness of the implementation of this culture in an organization of your choice. (**20 marks**)

QUESTION FOUR

You have been appointed a Marketing Communication Specialist to address the promotional challenges of a public sector organization.

Required

- (a) Define and explain integrated marketing communications (**5 marks**)
- (b) Discuss the essential elements that should be incorporated into an integrated marketing communications plan (**15 marks**)

QUESTION FIVE

Write short notes on the following

- (a) Consumerism (**4 marks**)
- (b) Green Marketing (**4 marks**)
- (c) Societal Marketing (**4 marks**)
- (d) Market Skimming Strategy (**4 marks**)
- (e) Market Penetration Strategy (**4 marks**)