

SENIOR EXAMINER'S REPORT FOR STUDENTS AND TUTORS OF CIMG

MODULE NAME: BRANDS MANAGEMENT

AWARD NAME: PROFESSIONAL CERTIFICATE IN MARKETING

DATE: DECEMBER 2021

1.0 OVERVIEW OF THE PAPER

Nineteen (19) students sat for the Brands Management exams, with fifteen (15) students passing and four (4) students failing. Pass rate was 78.9%.

For a student who passed the paper, their work satisfied at least 50% of the exam requirements with reference to the following

- Use of appropriate format (reports, presentation, briefing paper etc.)
- Correct interpretation of command works (e.g., outline, identify and explain, recommend with justification)
- Adequate knowledge, understanding and application of concepts and theories such as brand extensions, brand audit, global branding strategies, brand reinforcement and revitalization, Cause branding and Brand Portfolio Strategy

For students who failed, their submissions were not adequate enough and contained the following:

- Inappropriate format (reports, presentation, briefing paper etc.)
- Insufficient interpretation of command works (e.g., outline, identify and explain, recommend with justification)
- Inadequate knowledge, understanding and application of concepts and theories such as brand extensions, brand audit, global branding strategies, brand reinforcement and revitalization, Cause branding and Brand Portfolio Strategy.

2.0 PERFORMANCE OBSERVATIONS

[General Strengths and Weaknesses of Candidates]

STRENGTH

- Overall, candidates' performance was impressive.
- Students made use of the appropriate or required format.
- Candidates demonstrated very good understanding of branding concept, theories and its applications concepts. There was also very good interpretation of command words

WEAKNESS

- Most students limited their examples to what was given during lectures, not demonstrating a wider reading. Also, there was very weak linkage to real life situations
- Candidates' understanding and submissions for Question 6 were very low.

2.0 QUESTIONS PERFORMANCE

Q/N	Q1	Q2	Q3	Q4	Q5	Q6
Average Score	21.7	14	13.7	7.4	12	11.6
Highest Score	38	20	20	12	20	18
Lowest Score	9	5.5	5	4	5	6

3.0 STRENGTHS AND WEAKNESS BY QUESTION GENERAL REMARKS

- **Strengths-**
- *Candidates demonstrated very good knowledge and understanding of the concept and theory of brand extension.*
- *Most candidates were able to identify and explain the brand extension types in the case study, citing examples from the case study.*
- *Most candidates were able to outline benefits of brand extension.*
- *Good interpretation of command word.*
- **Weaknesses –**
- *Few candidates were not able to identify the brand extensions type carried out was risky and support same with compelling justifications.*
- *Few candidates were unable to clearly differentiate between the concepts of line extensions and category extensions.*

QUESTION 1A

- **Strengths**
- Students demonstrated good technical competence of the concepts and theory of brand extensions
- Very good interpretation of command word (IDENTIFY & EXPLAIN)
- **Weakness**
- Some students were not able to clearly differentiate between line extensions and category extension.
- Some students demonstrated limited understanding of the types of vertical extension and an understanding of what horizontal extension is.

QUESTION 1B

- **Strength-**
- Very good answers for this task as students were able to outline benefits for undertaking brand extensions.
- **Weakness**

- There was very few examples to support benefits of undertaking brand extension

QUESTION 1C

- **Strength:**
- Students were able to identify the riskiest brand extension type and buttress same with compelling reasons
- **Weakness:**
- Some students were unable to identify which brand extension type is risky and adduce reasons for the choice.

QUESTION 2

- ***The second most answered question in Section B***
- ***Strengths-***
- *Candidates made use of the right format (Presentation).*
- *Candidates demonstrated understanding and good use of command word.*
- *Candidates demonstrated a good theoretical definition of Cause Branding and Corporate Social Responsibility*
- *Candidates were able to distinguish between Cause Branding and Corporate Social Responsibility, cite examples and identify advantages of Cause Branding.*
- ***Weaknesses –***
- *For most candidates, they cited almost the same examples given in class, thereby not demonstrating wider reading.*
- *Some candidates were not able to identify and explain the role of Cause Branding Partners.*
- *Few candidates gave very generic disadvantages of Cause branding, with little or no explanation.*

QUESTION 3

QUESTION 3

The most answered question in Section B.

Strengths-

- *Use of required format (briefing paper) by students.*
- *Almost every Candidate was able to answer 3a very satisfactorily, demonstrating an understanding of reasons why firms go global. Strong exhibition of technical and core job competence.*
- *Majority of candidates exhibited an understanding of the concept of Standardization and Customization in Global Branding.*

Weaknesses –

- *Lack of practical or industrial examples assigned to reasons firms go global*
- *Some students' submissions did not conform to the command word (**RECOMMEND WITH JUSTIFICATION**). This was demonstrated by students writing about both Standardization and Customization Approach without taking a stance on which approach Golden Apparels should adopt.*

QUESTION 4

- **Strengths-**
- *Appropriate format (REPORT) used by most students.*
- *Candidates demonstrated an understanding of the concept and theory of brand audit as well as reasons for conducting brand audit.*
- **Weaknesses –**
- *Very weak answers for 4b (approaches for conducting a brand audit) and 4C (identification and explanation of steps involved in establishing a brand equity management system).*
- *Some students demonstrated misunderstanding between brand equity and brand equity measurement system. Hence, they ended up answering the former rather than latter.*
- *Overall weak answers for this question*

QUESTION 5

- **QUESTION 5**
- **Strengths-**
- *Most Candidates who answered this question exhibited a deep understanding and application of the concepts of Brand Reinforcement and Brand Revitalisation.*
- **Weaknesses –**
- *Students did not demonstrate very strong core job competence in their answers for 5b(benefits of carrying out brand reinforcement)*
- *For question 5C, most students were not able to adequately identify and explain approaches to revitalise brand and cite relevant examples.*
- *Although this question didn't require a format, some candidates chose to answer with a format of their own.*

QUESTION 6

- *The least answered of all the optional questions*
- **Strengths-**
- *Appropriate format (presentation used).*
- *Good demonstration of the concept and theory of brand portfolio*
- **Weaknesses –**
- *Weak examples to illustrate what brand portfolio is.*
- *Students demonstrated a lack of understanding of the special roles brands play in brand portfolio strategy in 6C*

1.0 RECOMMENDATIONS

- *Students should be well briefed on how to answer argumentative questions.*
- *Students should be briefed on how to answer case study questions.*

- Brand Portfolio Strategy and Brand Audit are topics that should be given more attention as answers from students were not very satisfactory

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