

SECTION A - COMPULSORY

CASE STUDY

Cereals are mostly taken as breakfast by some families in Ghana. They are manufactured in various shapes, flavours and colours and marketing communication is mostly directed towards children and adults. Recently, most shelves of supermarkets are filled with foreign manufacturers' brands like Kellogg's, General Mills, Quaker Oats etc. These companies have variety of brands covering wheat, sorghum, rice, oats, maize, barley, millet, corn etc. Some of the popular brands on the supermarket shelves include Kellogg's corn Flakes, Bird's Custard, Cheerios, etc. This intense competition among the manufacturers has resulted in dwindling market shares for most brands. This calls for prudent marketing strategies to push products to generate sustainable revenues.

Nutri Food Ghana Ltd is a local manufacturer of cereals and they have introduced new cereal known as the Nutri Max. Their products come in four types: Nutri wheat, maize, soya and millet. They intend to follow the same marketing approach by targeting adults and children. Coupled with that, they also intend to embark on market research to know more about the market so that they can understand consumer needs and wants and be able to tailor the products to the right markets.

SECTION A - COMPULSORY

QUESTION ONE

As a Marketing Assistant for Nutri Food Ghana Ltd, you are required to prepare a **REPORT** to the Marketing Director on the following issues:

- A. Examine **Four [4]** types of **Sub-culture** categories and their implications for the marketing of the company's cereal products [**16 marks**]
- B. Suggest **Four [4]** ways that they can use to position the company's products [**8 marks**]
- C. Explain **Three [3]** evaluative criteria that consumers can use in making judgements [**6 marks**]
- D. Outline the major steps that the company can use to undertake consumer research [**8 marks**]

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

QUESTION ONE

As a Marketing Assistant for a health food company, you recently attended a conference on 'Personality' and 'Self Image'. The Marketing Manager of the company has tasked you to prepare a **REPORT**, in which you:

- a. Identify **Four [4]** different kinds of self-image **[4 marks]**
- b. Explain the strategic implications of self-image for the marketing team **[8 marks]**
- c. Identify and explain **Three [3]** personality traits that are used to examine consumer behaviour **[8 marks]**

QUESTION TWO

In a marketing class, you have been taught how selectivity in perception helps consumers to perceive a fraction of the stimuli to which they are exposed to.

You have been tasked by your Marketing Manager to make a **PRESENTATION** on:

- a. Explain the following **Four [4]** concepts of selective perception
 - i. Selective exposure **[4 marks]**
 - ii. Selective attention **[4 marks]**
 - iii. Perceptual defence **[4 marks]**
 - iv. Perceptual blocking **[4 marks]**
- b. Distinguish between the following
 - i. Attitude and behaviour **[4 marks]**
 - ii. Subliminal perception and supraliminal perception **[4 marks]**

QUESTION THREE

You recently attended a conference on Marketing and Innovation and your Marketing Manager has asked you to make a **PRESENTATION** on the following.

- a. Sequentially state the **Five [5]** adopter categories **[5 marks]**
- b. Identify and explain the **Five [5]** stages of the consumer decision making process **[15 marks]**

QUESTION FOUR

You work as a Marketing Assistant for a supermarket and the Marketing Manager has tasked you to write a **REPORT** to cover the following.

- a. Explain Instrumental Conditioning **[4 marks]**
- b. Distinguish between positive reinforcement and Negative reinforcement, with examples **[6 marks]**
- c. Identify **Three [3]** ways in which Reinforcement can be strategically applied **[10 marks]**

QUESTION FIVE

As a marketing professional, you have been invited by the final year students at the Ghana School of Marketing to give a **PRESENTATION** on the following.

- a. Reference Group **[2 marks]**
- b. Distinguish between Normative reference group and Comparative reference group **[6 marks]**
- c. Identify and explain **Four [4]** types of Reference groups that influence consumers attitude and behaviour **[12 marks]**