

# CIMG Programme Pathway 1 Professional Certificate in Marketing

## Fundamentals of Marketing (PCM 101)

**JUNE 2023**

### **DURATION: 3 HOURS**

The examination comprises of two parts:

**Part A - a compulsory case study, worth 40 marks**

**Part B - answer three questions, worth 60 marks**

## **PART A - COMPULSORY**

### **INTEGRATED PROMOTIONS CAMPAIGN FOR ALPHA COOKIES GHANA LIMITED (ACL)**

Alpha Cookies Ghana Limited (ACL) has been registered as a limited liability Company as a Fast Foods company in Ghana.

The Ghanaian business environment is becoming increasingly competitive with heavy investments in promotional campaign to enhance brand awareness, visibility, and loyalty for their products. Quality improvements, appropriate marketing orientation, strengthening of their Marketing Departments are all initiatives taken by major players in the light of these developments.

At a Heads of Department meeting to review their current situation, the Chief Executive Officer stated categorically that there is need to enhance the visibility of the Alpha Cookies brands, build strong internal marketing relations as well as trade and stake holder relations.

The Marketing Manager, in a memo to the Chief Executive Officer, has requested for the services of marketing communications agency to develop an integrated marketing communications strategy with the view to enhancing their brand visibility.

## **QUESTION ONE**

### **Required**

- (a) As an assistant to the Marketing Manager of Alpha Cookie, you have been requested to submit a report that will outline and briefly explain the key elements in a Client Brief to be discussed at a subsequent meeting with the executives of the marketing communications agency. **(20 marks)**
- (b) Discuss any **Five (5)** key factors that will enhance the successful planning, execution and evaluation of the integrated promotional campaign **(10 marks)**
- (c) Outline and explain any **Four (4)** steps that the company can take to build strong internal relations. **(10 marks)**

## **PART B**

Answer any **Three (3)** questions from this Section.

### **QUESTION TWO**

- (a) Discuss any **Five (5)** functions of a marketing manager in the growing competitive environment. **(10 marks)**.
- (b) Discuss any **Five (5)** skills that a marketing manager should exhibit to ensure successful management of the marketing department. **(10 marks)**

### **QUESTION THREE**

- (a) Discuss the stages involved in the marketing research process (15 marks)
- (b) Explain any **Three (3)** essential characteristics of a good marketing research programme **(5 marks)**

### **QUESTION FOUR**

The Product Life Cycle (**PLC**) constitutes an essential phenomenon in marketing management. Discuss any **Three (3)** features of each of the four stages as well as as any **two (2)** limitations of the Product Life Cycle. **(20 marks)**

### **QUESTION FIVE**

Distribution constitutes the transfer of goods and services from the creators of these utilities, through channels until it gets to the final consumers.

#### **Required**

- (a) Outline and explain the **Five (5)** components of Logistics Management **(10 marks)**
- (b) With reference to the Ghanaian Business Environment, discuss any **Four (4)** distribution management challenges including any **Two (2)** steps that can be taken to address these challenges **(10 marks)**

## **QUESTION SIX**

Write Short Notes on all the following.

- (a) Market Penetration Pricing (**4 marks**)
- (b) Market Skimming Strategy (**4 marks**)
- (c) Price Discrimination (**4 marks**)
- (d) Geographical based pricing (**4 marks**)
- (e) Maximum Price Legislation (**4 marks**)