

CIMG Programme Pathway 5 Professional Postgraduate Diploma in Marketing

Strategic Marketing In Practice (PGM 501)

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 -COMPULSORY

Maneaba Aquaculture Investments Company Limited (MAICL) has appointed you as the Marketing Consultant tasked to develop a 5-year Strategic Marketing Plan for the company. The management has asked you to integrate initial case study provided to you 28 days ago. You have conducted a strategic audit and you are supposed to look at this new information included in this exam paper. You are to present a working report at the next management meeting that addresses the following;

QUESTION ONE

- a) Evaluate, with examples, TWO aspects of the micro or macro environments that will impact MAICL, the most, during the strategic planning period. **(10 marks)**

- b) Assess the disposition of Integrated Marketing Communication as a communication to create awareness for behavioural change for Ghanaians to solely patronize the consumption of Reared-in-Ghana fish. **(10 marks)**

- c) Using a model of your choice, recommend and justify FOUR strategic options that are available to support ANY of the marketing objectives of the company. **(20 marks)**

PART B -ANSWER ANY THREE (3) QUESTIONS IN THIS SECTION

QUESTION TWO

Critically evaluate MAICL marketing intention to develop new distribution channels especially the e-commerce to generate more sales from customers by looking at FIVE (5) significant security problems that are likely to be encountered and provide potential remedies. **(20 marks)**

QUESTION THREE

The intensity of competition in the Ghanaian aquaculture market depends on several factors. Discuss how *cost leadership strategy* can allow MAICL to earn above-average returns, despite strong competitive forces.

(20 marks)

QUESTION FOUR

The strategic management process encompasses three key phases; strategy formulation, strategy implementation, and evaluation and control. Discuss how this process can be applied to MAICL to achieve its marketing objectives.

(20 marks)

QUESTION FIVE

In choosing between an alternative course of action or strategies, it is desirable, to choose the best. Financial appraisal in marketing helps companies to understand their financial condition to determine their creditworthiness, profitability and ability to generate wealth. Examine FIVE (5) different financial analysis that MAICL can use in assessing their financial position.

(20 marks)

QUESTION SIX

Implementing a strategic marketing plan requires a number of key elements that the organisation needs to consider. As a prelude to the development of MAICL's strategic marketing plan, recommend and justify FOUR (4) of these elements to have a smooth implementation of the plan.

(20 marks)