

## **Part A – Compulsory**

### **DEL –INDUSTRIES**

Since 1995 when the first bottled mineral water was introduced in Ghana, the industry has grown in leaps and bounds. Currently there are more than ten different bottled mineral water brands on the Ghanaian market.

Del Industries was established in 2007 with the mission of providing hygienic drinking water at an affordable cost to Ghanaians. The company's premier brand is Del bottled mineral water. Del bottled mineral water comes in a variety of sizes, 500mls, 750ml and 1.5litres. Over the years, Del bottled mineral water has enjoyed massive success and it is now among the top three bottled mineral water in Ghana in terms of market share.

In response to changing consumer preferences and competition, Del Industries in 2015 introduced onto the market **Del-active** mineral water. The **Del-active** mineral water is a folic acid, electrolytes and vitamins B, C and D fortified mineral water that comes in two flavours, lemon and strawberry. **Del-active** mineral water is positioned for consumers with very active lifestyle such as athletes and students.

As a way of ensuring optimal use of its facilities, enjoying the benefits of economies of scale and leveraging on the success of **Del-mineral water** and **Del-active mineral water**, Mr Ryan Dela Ampong, the Chief Executive Officer of Del Investment at a Board meeting in 2018 proposed the introduction of Del range of soft drinks, a proposal which was accepted by all board members. As a result, Del Industries introduced onto the market Del range of soft

drinks in 2019. The soft drinks range include **Del-Cola, Del-Malt, Del-Tropical, and Del-Cocktail.**

After a very successful launch of the Del range of soft drinks onto the market, not much has been achieved in terms of sales. This situation has even led management of Del Industries to question whether the decision to enter into the soft drinks segment was a prudent one.

### **QUESTION ONE**

- a) **Identify** and **explain** the brand extension types carried out by Del Industries, citing an example in each case. **(12marks)**
- b) **Outline** four benefits of brand extensions carried out by Del-industries. **(8marks)**
- c) **Justify** with reasons, which of the brand extensions carried out by Del Industries is risky. **(20marks)**

**PART B- Answer THREE questions only**

**QUESTION TWO**

You work as the Brands Officer for Maryan Industries, a limited liability company involved in the production and marketing of Mar detergents and sanitary towels.

Your company is having a three-day retreat this December at Safari Valley and you have been tasked to make a presentation to the Board on Cause Branding and why Maryan Industries should consider adopting it.

Prepare your presentation to include the following:

- a) **Demonstrate** the difference between Cause branding and Corporate Social Responsibility, giving an example in each case **(6marks)**
- b) **Identify and explain** the roles of three Cause Branding Partners **(6marks)**
- c) **Enumerate** two advantages and disadvantages of Cause Branding **(8marks)**

**(Total 20marks)**

**QUESTION THREE**

Golden Apparels is a fashion house specializing in authentic African designs and couture. Having operated extensively in Ghana for the past twelve years, the firm is considering going global with its bespoke designs and apparels. As a Brands Officer, you have been tasked to

present a briefing paper to the founders of the organization on the need to go global. Your briefing paper should address the following issues

- a) **Outline** four reasons why Golden Apparels should go global. (10marks)
- b) **Recommend with justification** whether Golden Apparels should adopt either a standardization branding strategy or Customisation Branding strategy (10marks).

**(Total 20marks)**

#### **QUESTION FOUR**

As a newly appointed Brands Officer for KYC Company Limited, you have been tasked by the Senior Management Team to conduct a brand audit to ascertain the health of your firm's brand.

You are to submit a report to the SMT, detailing the following

- a) **Description** of a brand audit and outlining four benefits of conducting a brand audit for KYC. (6marks)
- b) **Recommend** to the board the two main approaches for conducting a brand audit. (4marks).
- c) **Identify and briefly illustrate** the major steps involved in establishing a brand equity system (10marks)

**(Total 20marks)**

#### **QUESTION FIVE**

Since 1965, the Golden Horse brand has been a market leader in the men's footwear segment. However, for the past five years, the brand has been experiencing a decline in its brand

equity and management is bent on reinforcing and revitalizing the brand. Kindly assist management of Golden Horse brand to;

- a) **Differentiate** between brand reinforcement and brand revitalization, giving an example in each case (4marks).
- b) **Enumerate** three benefits of carrying out brand reinforcement (6marks).
- c) **Identify** and **explain** four approaches Golden Horse can employ to revitalize its brand. (10marks)

**(Total 20marks)**

#### **QUESTION SIX**

As the Brand Officer for Anigye Company Limited, you have been invited by the Ghana School of Marketing to deliver a presentation to it's Brands Management class on the topic:

##### **The Role of Brand Portfolio in Brand strategy.**

Develop your presentation to address the following

- a) A **description** of what a brand portfolio is, giving an example to illustrate. **(4marks)**
- b) **Outline** three reasons why firms introduce multiple products in a category. **(6marks)**
- c) **Identity** and **explain** the special roles products play in a brand portfolio strategy giving examples. **(10marks)**

**(Total 20marks)**