

PART A – Compulsory

CASE STUDY

Coconut Hotel was established in Kumasi in the mid 1990's to provide accommodation and lodging services; food services, refreshment on a commercial basis. It is situated in the heart of the city.

The Hotel boasts of the following facilities: poolside bar, car parking; 24 hour-parking, semi open and outdoor restaurant and gym. The food service they offer are plate service, buffet service and family service.

Initially the Hotel was run by the owner but as it started growing, some staff were employed to handle other services (housekeeping, front desk operations, back-office management and general management). Some of the employees recruited have no experience handling customer service and marketing operations. This has affected the core operations and turnover of the Hotel. As a result, they are not able to attract the key segments to the Hotel. Recently there have been a lot of complaints from visitors that lodge at the hotel about the attitudes of staff and the service being rendered. The visitors also complain of improper dressing of staff, the time it takes for food to be served and the conducive nature of the place. This has led to the owner always firing and hiring new people with the hope of getting better qualified people to work.

The owner attended an event organized by the Hoteliers Association on how to market Hotels to increase turnover. Since then, he has vowed to recruit marketing professionals to assist in the management of the Hotel. This he thinks will turn the fortunes of the Coconut Hotel and make it one of the best in the city.

Question One

As a Marketing Officer hired by the Hotel owner to provide advice to transform the Hotel, you are required to write a **REPORT** on the following:

a. Explain the following marketing strategy decisions '**Segmentation, Targeting and Positioning**' and how they can be used to improve and grow the Hotel's business.

[20 marks]

b. Identify and explain **four [4]** benefits that can be enjoyed by the Hotel for using segmentation. **[8 marks]**

c. Explain how the '**Marketing Mix**' can be used to improve staff attitude and the Hotel services **[12 marks]**.

PART B – Answer THREE (3) questions only

Essay and Application Type Questions

Question 1.

You have been given an appointment as a Marketing Research Officer in a research agency. The company is introducing a new product to the market and the Managing Director has solicited your views on these issues.

Required;

a. Define Opinion Leadership. **[4 marks]**

b. List the **four [4]** basic elements of the adoption process. **[4 marks]**

c. Identify and explain **four [4]** measurement techniques that can be used to measure Opinion Leadership. **[12 marks]**

Question 2.

The company you work for as a Marketing Executive is introducing a new promotional campaign aimed at influencing different categories of customers. You have been tasked to prepare a **REPORT** for the Marketing Manager on the following key issues to assist in the development of the promotion.

Required;

- a. Define a reference group from a marketing perspective. **[4 marks]**
- b. Differentiate between Normative reference groups and Comparative reference groups with examples. **[4 marks]**
- c. Identify and explain **four [4]** reference groups that influences consumer attitudes and behaviours. **[12 marks]**

Question 3

You work for a fashion company as a Marketing Officer. The company is contemplating coming out with a new product to serve the market. The Marketing Manager has asked you to submit a **REPORT**.

Required;

- a. Contrast between Need and Goal with examples. **[4 marks]**.
- b. Illustrate Maslow's theory of human needs. **[10 marks]**
- c. Evaluate **two [2]** marketing application of the theory to the fashion company. **[6 marks]**

Question 4

You work for Axis Electronics as the Marketing Executive and the company is introducing a new brand of TV to its existing lines. The Marketing Manager has tasked you to submit a **REPORT**.

Required;

a. Identify and Explain **three (3)** levels of Consumer-Decision Making. **(10 marks)**

b. Explain each of the following with examples

I. Evoked set **(3 marks)**

II. Inept set **(3 marks)**

III. Inert set. **(4 marks)**

Question 5

You have been given a new role as the Advertising Executive in an agency. The CEO has asked you to make a **PRESENTATION** to the Board.

Required;

a. Describe **three (3)** basic elements of Learning **(6 marks)**.

b. Identify and explain **three (3)** concepts used to clarify Classical conditions **(12 marks)**

c. Explain **two (2)** marketing applications of Classical condition **(4 marks)**