

SECTION C (25 MARKS)
THERE ARE TWO QUESTIONS IN SECTION C
ATTEMPT ALL

QUESTION ONE

Rev. Dr. Albert Baffour Addo, Prophetess Emmanuella Baffoe, Rev Obed Adzoga and Rev Dr. Andrena Oppong-Gyakye have recently established a church at Santasi to cater for the spiritual needs of student from Christian service University college and its environs. The church was named ***“Romantic Aroma international church”***. As part of its strategy to win souls for Christ, the church decides to embark on a massive crusade to make disciples of all nations. The church intends to allocate 24% of \$420,000 for advertising and other promotional activities. An additional six thousand four hundred cedis (GHc 6,400) was secured to support its promotional activities. **Note:** Exchange rate: \$1= GHc 5.20 pesewas (One dollar equals five GHc cedis twenty pesewas)

You are required to:

Calculate in Ghana Cedis (GHc) the total amount that is estimated for advertising and other promotional strategies (Show adequate step used in arriving at your answer) **(6 marks)**.

QUESTION TWO

Marketing managers at each point in time needs to conduct comprehensive audit on how their businesses are performing in the industry they operate. One way to do this is to Conduct business portfolio analysis of the business using the Boston Consulting Group (BCG) Matrix. Kessben Group of Companies, a conglomerate in Kumasi with at least 8 strategic business units (SBUs) in diverse industries has hired you as a consultant to help put its respective business units into perspective. This is to help the company ascertain the businesses that needs to be supported to grow. The table below depicts the necessary information you gathered from your research on the industry.

SBUs	Company Market Share	Industry Previous sales	Industry Current Sales	Other competitors market share
Ultimate Fashion (UF)	22%	30 million	35 million	10%, 15%, 5%, 5%, 10%, 36%
Building Materials (BM)	4%	165 million	175 million	10%, 10%, 15%, 2%, 10%, 8%, 14%, 14%; 13%
Travel and Tour (TT)	14%	280 million	320 million	16%, 32%, 10%, 19%, 9%
Local Restaurant (LR)	35%	5.2 million	5.6 million	9%, 9%, 14%, 13%, 11%, 9%
Night Club (NC)	6%	7 million	7.5 million	14%, 50%, 26%, 4%
Used Car Dealing (CD)	37%	840 million	1080 million	5%, 9%, 45%, 4%
Students Hostel (SH)	40%	4.1 million	5.2 million	7%, 3%, 8%, 6%, 5%, 24%, 7%
Medical Laboratory (ML)	52%	4800 million	6000 million	7%, 5%, 6%, 20%, 8%, 2%

5. With illustration, distinguish among customer satisfaction, dissatisfaction and customer delight (9 marks).

SECTION B INSTRUCTIONS**Attempt all questions**

Answer questions 1 and 2 together in one answer booklet and questions 3 and 4 also together in another answer booklet

- 1) A 3 years old child with the history of diarrhea and vomiting for two days. Mother complained that child is passing Coca-Cola like urine. On examination child had sunken eyes and was drinking eagerly. Her FBC is as follows;

Hb:

5.4g/dl

MCV:

61.5fl

WBC: 40.3 x

 $10^3/\text{ul}$ Platelets: $374 \times 10^3/\text{ul}$

- A. What condition(s) does the child have? (4 marks)
- B. How will you manage this child? (2 marks)
- C. What other investigation would you request? (2marks)
- D. What advice will you give the caretaker? (2mark)

- 2) *In* triage of a 10-year old boy who was rushed to emergency after falling from a coconut palm half an hour earlier, you find his hands are cold and the capillary refill time is longer than three seconds.

- A. What immediate care will you provide. (4 marks)
- B. What is the diagnosis(2 marks)
- C. What investigations will you do (2 marks)

The ambulance to transfer the patient to the higher facility is delaying

- D. How will you monitor the patient while awaiting for the ambulance service (2 marks)

- 3) A 4 year old girl is brought to the hospital for swelling of her right jaw which involves the right eye ball. She also has an abdominal swelling. She has had similar pain episodes in the past. She also complains of fever for the past 2 days and states her urine is dark coloured.

- A. List 2 signs /symptoms you will elicit in this child. (3 mark)
- B. List 4 differential diagnosis's in this child. (2 marks)
- C. List 6 investigations you will carry out in this child? (1 and half marks)
- D. What is your most likely diagnosis? (2 marks)
- E. What modalities will you consider in managing this child (1 and half marks)

4. A 2 year old presents to your out patient department because she is unable to walk. She is able speak in simple sentences.

- A. What are the questions you will ask to find out the cause of this child's condition? (4 marks)

- B. What will you be interested in during physical examination (2 marks)

- C. What will your diagnosis be? (2 marks)

- D. What will be your considerations in managing this child? (2 marks)

- c. A decision-making unit of Jaymont Petroleum Exploration Company in Takoradi intends to purchase a 2020 luxurious Family SUV for its Chief Executive Officer. The budget for the acquisition and the technical specification are provided below by Derrick Bosomtwi-Ayensu popularly known as "MEMBER" and Mr. Sylvester Oppong, the Chief Accountant and chief mechanical Engineer respectively.

Technical Specification Description

i. Price range: \$60,000 to \$100,000	ii. Number of seats: 5 to 8
iii. Engine capacity: V8, (5.0L to 6.0L)	iv. Horespower (hp): Up to 600hp
v. All other feature can be considered as residuals	

The procurement officer (P.O) engaged in information search and brought to the Expert Committee (EC) information on 10 high end SUVs on the market: **Vehicles specification outside the technical specification above are to be ignored by the EC.**

Lincoln Navigator	6-speed automatic gear, 310 hp. 5.4L, \$58,000. 7 seats
Jeep Grand Cherokee	\$69,000. 6.4L, 5 seats, 470 hp, 8 speed automatic ear
Ford Expedition	5.4L, \$55,000, 6 speed automatic gear, 310hp, 8 seats
MBW X6 M:	550 hp, 6 speed automatic gear, 4.4 L, \$92,800, 5 seats
Range Rover Sports	510hp, \$99,000, 5.0L, 6 speed automatic gear, 5 seats
Porche Cayenne S:	8 speed automatic gear, 550hp, 4.8L, \$ 136,000, 5 seats
Lexus LX 570	383hp, 5.7L, \$85,000, leader seat, 8 seats
Mercedes ML 63:	518 hp, 7 speed automatic gear, \$90,000, 5.5L, 6 seats
Toyota Land Cruiser	Twin-turbo charger, 5.7L, 8 seats, \$80,000, 381 hp
Cadillac Escalade	6.2L, 6 speed automatic gear, \$85,000, 8 seats, 403hp

The table below shows the weights and ranks the EC gave to the important attributes of the vehicles to be evaluated (the score is out of 10)

Other features (10%)	Number of seats (15%)	Horse power (20%)	Price (30%)	Consumption 25%
10	8 seats=10/10	Over 550=10/10	\$60,000-\$70,000= 10/10	5.0L-5.1L=10/10
	7 seats=8/10	501-550 =8/10	\$71,000-\$80,000= 8/10	5.2L-5.3L=8/10
	6 seats=6/10	451-500 =6/10	\$81,000-\$90,000= 6/10	5.4L-5.5L=6/10
	5 seats=4/10	400-450 =4/10	\$91,000-\$100,000= 4/10	5.6L-5.7L=4/10
	4seats=2/10	Under 400 =2/10	\$101,000-\$110,000= 2/10	5.8L-5.19=2/10

Required

- Mention and briefly explain any **two (2)** sources from which EC can get a car to buy for the CEO **(2 marks)**
- What are the members of infeasible set? Give reasons for your answer **(2 marks)**
- With the aid of the table above, evaluate the consideration set and select the SUV with the optimum bundle of benefits for the CEO's family. (Show how you arrived at your choice) **(6 marks)**

All the best

J J Kraa