



**CHRISTIAN SERVICE UNIVERSITY COLLEGE
KUMASI
CSUC SCHOOL OF BUSINESS**

**DEPARTMENT OF MARKETING, LOGISTICS AND CORPORATE STRATEGY
BACHELOR OF BUSINESS ADMINISTRATION**

**END OF SECOND SEMESTER EXAMINATIONS –2018/19 ACADEMIC YEAR
LEVEL 200**

**CSBM 250: PRINCIPLES OF MARKETING
(BBA AND THEOLOGY STUDENTS)**

JUNE, 2019

100 Marks

Time Allowed: 2 hours 40 minutes.

GENERAL INSTRUCTION TO CANDIDATES:

- Answer **all questions** in Section **A and B**
- Answer **Only One** question from **section C**
- Please note that students will be penalized for not abiding by instructions on the front cover of the answer booklet especially failure to list answers in order in which they were answered, write correct index number, write the course code etc.
- Please take time to read each question carefully as some questions may demand practical examples, diagrams etc
- Please also note that clarity of expression and handwriting will be rewarded

Examiner: Jerry Jay Kraa

SECTION A (46 MARKS). THERE ARE FIVE (5) QUESTIONS. ATTEMPT ALL**QUESTION ONE**

You have recently embarked on a practical project to help you develop entrepreneurial mindset through sales. A working capital of Ghc 65 was raised for the commencement of the project. The products for the project were Accord shoe shine Polish and Toilet roll. Briefly present sales report on the activities with respect to working Capital, profit; Strengths, weaknesses, Opportunities and Threats (SWOT) Analysis, experiences gained, challenges; recommendations and policy implication. (18 marks)

QUESTION TWO

Rev. Dr. Sampson Asare Baffour and Rev Dr. Mrs. Mirinda Sadia Kepomey 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 "*Jesus walk on the sea 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 section 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 THREE**Read the case below and answer the questions that follows**

Elizabeth, a teller in one of the leading banks in Ghana extends courtesies to customers who come to the banking hall decently dressed and detests those shabbily dressed. On one occasion, she told a customer who was in a pair of shorts and slippers to look around the banking hall and see the way other customers dressed and that she would be compelled to refuse him services in future if he continued to dress that way. That customer happened to be a major shareholder of the bank and a major customer of the bank.

Questions

- i. Identify and explain **two (2)** training needs of the teller (2 marks)
- ii. Recommend **two (2)** professional advice that serves as training for the teller (2 marks)
- iii. Briefly explain **two (2)** natural consequence that could arise if the teller continues to do things the way it is done (2 marks)

QUESTION FOUR**Read the case below and answer the questions that follows**

Whilst at Christian Service University College (CSUC) to make enquiries about school fees, an employee in the accounts office informed Stephen that he had no moral justification to ask unnecessary questions since; he still owed school fees from the previous year. Stephen was furious and told him to be customer-oriented but the employee told him "*unfortunately, I do not work in the marketing Department, they are trained to be nice to customers even when they are misbehaving but I am in charge of money and that is a serious business and will not allow customer service to gag me.*"

Questions

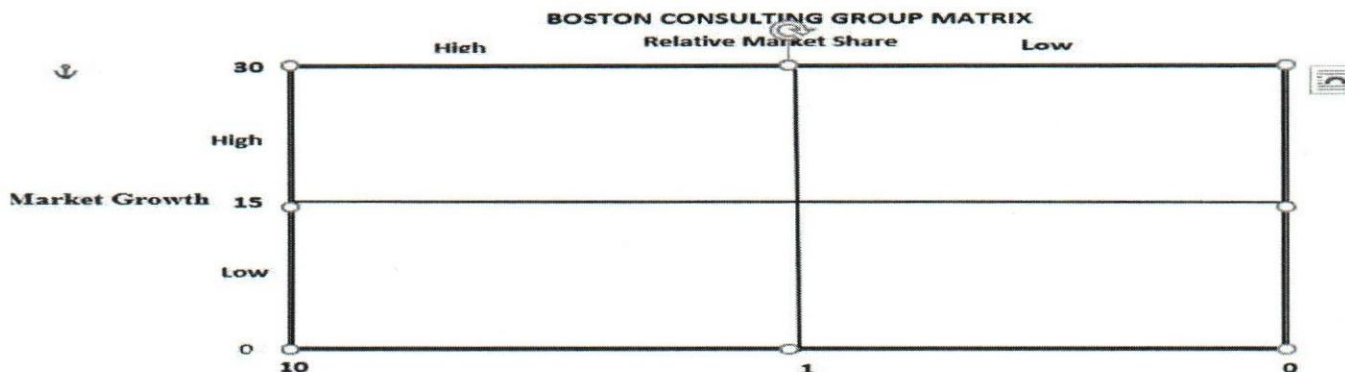
- i. Identify and explain **two (2)** training needs of the accounts officer (2 marks)
- ii. Recommend **two (2)** professional advices that serve as training for the accounts officer.(2 marks).

- iii. Briefly explain **two (2)** natural consequence that could arise if the accounts officer continues to do things the way it is done **(2 marks)**

QUESTION FIVE

Business 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
Television Station (TV)	19%	29 million	35 million	10%, 15%,5%, 5%, 10%, 36%
Building Materials (BM)	44%	165 million	175 million	10%, 10%, 16%, 2%, 10%, 8%
Travel and Tour (TT)	13%	280 million	320 million	16%, 32%, 10%, 19%, 10%
Food Restaurant (FR)	36%	4.2 million	4.6 million	10%, 9%, 14%,13%,11%, 9%
Night Club (NC)	13%	6 million	6.5 million	14%, 44%, 26%, 5%
MortuaryServices (MS)	47%	850 million	1080 million	5%, 9%, 35% ,4%
Students Hostel (SH)	41%	4.2 million	5.3 million	7%, 3%, 8%, 6%, 5%, 25%, 7%
Medical Laboratory (ML)	51%	4900 million	6000 million	8%, 5%, 6%, 20%, 8%, 2%



Questions

- Calculate the relative market share for Kessben Strategic Business Units. **(4 marks)**.
- Calculate the market growth for Kessben strategic business units. **(4 marks)**.
- Conduct business portfolio analysis of the company and PLACE Kessben SBUs in the Boston Consulting Group (BCG) Matrix (Please draw in your answer booklet using the scale provided above). **(4 marks)**.
- Based on your placement in the matrix, advice Kessben Company on how to support each of its SBUs. **(4 marks)**
- Explain two (2) criticism of the BCG Matrix **(2 marks)**
- Briefly explain any two (2) reasons why firms strategically keep dogs in their business portfolio **(2 marks)**

SECTION C (30 MARKS)
THERE ARE TWO (2) QUESTIONS IN SECTION C.
ANSWER ONLY ONE (1) QUESTION

QUESTION ONE (20 MARKS)

- a. Explain Customer Adoption Process and indicate what marketers must adopt at each stage of the process **(10 marks)**
- b. Write short notes on the following marketing management concept and indicate the marketing implications
 - i. The Production Concept **(4marks)**
 - ii. The Product Concept **(4 marks)**
 - iii. The Selling Concept **(4marks)**
 - iv. The Marketing Concept **(4 marks)**
- c. Briefly explain the knowledge and communication gap in service delivery and suggest ways of closing the gap **(4 marks)**

QUESTION TWO (20 MARKS)

- a. Jay and Sons Company Limited (JSCL) are manufacturers and distributors of a host of fast moving consumer goods (FMCG). The Management has realized that some of the products of the company do not survive after few years of introduction. You have been appointed by the company to manage the products so as to lengthen their existence. Discuss the relationship between product life cycle and marketing mix variables indicating marketing mix strategies you will adopt at each stage of the product life cycle. **(16 marks).**
- b. Write short notes on the following and indicate the marketing implications
 - i. Market penetration **(2 mark)**
 - ii. Market development **(2 mark)**
 - iii. Product development **(2 mark)**
- c. Discuss any *four (4)* characteristics of services indicating their marketing implications. **(8 marks)**

GOOD LUCK

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