

CHRISTIAN SERVICE UNIVERSITY COLLEGE



SCHOOL OF BUSINESS

DEPARTMENT OF MARKETING, LOGISTICS AND CORPORATE STRATEGY

PROGRAMME: BAA MARKETING LEVEL 300

END OF SECOND SEMESTER EXAMINATION 2019/2020

STRATEGIC MARKETING

COURSE CODE CSBM 314

JUNE 2020

INSTRUCTIONS

- Please read all instructions carefully.
- Answer two question out of four. Question 1 is compulsory and any other question
- Please note that students will be penalized for not abiding by instructions on the front cover of the answer booklet especially refusal to list answers in order in which they were answered, refusal to write the correct index number, refusal to write the course code, etc.
- Please take time to read the questions carefully as some questions may demand practical examples, diagrams etc.
- Please also note that clarity of expression and handwriting will be rewarded.

Note: Marks will be awarded for:

- Introduction, Content, and Conclusion
- Evidence of Further Reading
- Originality and Independence (Cheating would be penalized and integrity rewarded)
- Correct grammar, clarity of expression and logical presentation of facts.
- Referencing

Lecturer: Nana Danso Boafo

ANSWER QUESTION NUMBER ONE (1) AND ANY OTHER QUESTION

QUESTION 1 (40 MARKS)

LEAD AUTO INSURANCE CASE STUDY

Lead Auto Insurance is an auto insurance company, a subsidiary of Lead Managers Consulting Group, a marketing management consultancy firm in Ghana. Lead Auto repairs cars on behalf of customers who are on their programme. The company has four different brands which are Lead 100%, which target customers who would like a 100% repair of all faults the car develops. Lead 50% target customers who would like a repair of selected parts of the car engine. Lead Commercial is the third brand which targets commercial vehicles and Lead Corporate which targets corporate institutions who would like to put their cars on the insurance programme.

In a recent marketing audit report by a consultant at the corporate head office, these facts were realized base on the Boston Consulting Group (BCG) matrix assessment.

- i. A brand like Lead 100% was operating in a higher growth rate market with a higher market share.
- ii. Lead 50% was operating in a higher growth rate market with a lower market share.
- iii. Lead Commercial was operating in a lower growth rate market with a lower market share.
- iv. Lead Corporate was operating in a lower growth rate market with a higher market share.

Lead Auto Insurance management is concerned about the implications of the balance of their product portfolio on the company success and is seriously considering major decisions. The company understands that the growth of a business depends on the health of the balance of the product portfolio within their operation. Also there is a need to understand the clear objectives of each SBU/ Product on the BCG matrix for the growth of the business.

As marketing manager of Lead Auto Insurance, write a memo report to management answering these questions.

- a. Memo title **(2mark)**
- b. What is Portfolio analysis **(2marks)**
- c. Draw the BCG matrix and indicate the positions of the different brands (Lead 100%, Lead 50%, Lead commercial and Lead Corporate) of the company on the matrix as reported in the marketing audit within case study. **(10 marks)**
- d. Discuss two (2) uses of portfolio analysis to management.**(10 marks)**
- e. Based on your understanding of the importance of using BCG as portfolio analysis of SBU'S/ Products;
Discuss the clear objective that should be set for brands like Lead 100%, Lead 50%, Lead Commercial and Lead Corporate. **(16marks)**

Question 2 (30 marks)

- a. Draw the Ansoff growth matrix (**2 marks**)
- b. Using the growth strategies in the matrix discuss how you will apply the growth strategies to grow Christian Service University College (CSUC) in the next four years (**28marks**)

Question 3 (30 marks)

Making reference to any organization of your choice discuss the marketing audit in relation to the company in terms of,

- i. The Marketing Environment Audit (**5marks**)
- ii. Marketing Strategy Audit (**5 marks**)
- iii. Marketing System Audit (**5 marks**)
- iv. Marketing Organization / Structure Audit (**5 marks**)
- v. Marketing Function Audit (**5 marks**)
- vi. Marketing Productivity Audit (**5 marks**)

Question 4 (30 marks)

- a. With reference to the structure below develop a two (2) year marketing plan for an SME in Ghana
 - i. Executive summary (**3marks**)
 - ii. Situation analysis (**5marks**)
 - iii. Objectives setting (**5 marks**)
 - iv. Marketing strategy development (**5marks**)
 - v. Tactics and Action plan (**5marks**)
 - vi. Budget (3 marks)
 - vii. Implementation and control (**4marks**)