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| **C:\Users\ADMIN\Desktop\j.png** | **JAIPURIA INSTITUE OF MANAGEMENT, INDORE**Post Graduate Diploma in Management |
| **Course Title: Strategic Marketing, (Course Code: 40136)****End-Term Examination, Term - VI (April, 2024)**  |
|  **Time Duration : 2 Hours Total Marks: 40** |

***General Instructions*:**

1. *Answer the questions as directed. The break-up of the marks is given wherever necessary.*
2. *Marks against each question is indicated to its right.*
3. *Answer all the questions of a ‘Section/Question’ at one place in continuation.*
4. *Answers should be brief and to the point.*
5. *Do not write on the question paper except your roll number.*

**SECTION – A**

**Q1.** Elaborate on how implementing a Balanced Scorecard framework improve organizational performance and alignment across financial, customer, internal processes, and learning and growth perspectives? Explore its components, methodologies, and impact on translating vision into tangible objectives. Provide an example of its successful implementation in any company. Discuss the challenges and propose strategies to overcome them, while maximizing the benefits of this strategic management tool? **(10marks)**

**Q2.** Design a strategy using which Tata Motors leverage a Customer Value Driven Marketing Strategy within the Auto & Truck Manufacturers sector? **(10 Marks)**

**SECTION – B**

**Q3.** EcoCraft India, a sustainable handicrafts company based in New Delhi, is renowned for its eco-friendly products made from recycled materials. With a commitment to environmental conservation and social responsibility, the company aims to expand its market presence and reach a wider audience. Develop a marketing plan for Eco Craft to achieve this objective by elaborating on how should it proceed? **(10marks)**

**Q4.** What is new product development? If you are in a team of individuals working in FMCG sector which has been tasked with developing a new product offering what are the steps you will follow? **(10marks)**