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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.** Choose any industry of your choice and apply Industry Analysis Framework to it? **(10 Marks)**

**Q2.** Elaborate on the term marketing strategy with the help of a suitable example? Discuss Marketing myopia with the help of a relevant example? **(10 marks)**

**SECTION – B**

Nirvana Spices, an Indian company based in Kerala, specializes in manufacturing high quality spices and culinary products. Known for its traditional spice blends and authentic flavors in the local market, Nirvana Spices aims to expand its reach nationally and internationally To achieve this goal, company is undertaking branding initiatives to establish a distinctive brand, positioning itself as a supplier of premium, authentic Indian spices.

Nirvana Spices identified its unique selling proposition (USP) as the authenticity and purity of its products, derived from sourcing premium-quality spices from local farmers and adhering to traditional recipes passed down through generations. To position itself effectively in the market, Nirvana Spices aims to utilize this USP by targeting astute consumers who value authenticity, quality, and the rich culinary heritage of India. The brand positioning strategy focuses on the message that Nirvana Spices delivers a transcendental sensory experience, taking consumers into the vibrant and flavorful world of Indian food. Recognizing the possibility of brand expansion, Nirvana Spices seeks to diversify its product range to remain true to core values ​​of authenticity and quality The company plans to introduce additives such as spice-infused condiments, , marinades, and ready-to-cook meal kits, catering to the evolving needs and preferences of today’s consumers By expanding into related product categories, Nirvana Spices aims to leverage its existing brand equity and enhance customer loyalty by offering a range of high quality cooking solutions

**Q3.** Elaborate on how Nirvana Spices can strategically position its brand to differentiate itself in the competitive spice market, and what factors were considered in defining its unique selling proposition and target consumer segments? **(10 marks)**

**Q4.** In light of Nirvana Spices' objective to extend its brand into complementary product categories, such as spice-infused condiments and ready-to-cook meal kits, design a strategy to company ensure that these new offerings align with its core values of authenticity and quality while leveraging its existing brand equity to enhance customer loyalty? **(10 marks)**