



CIM Level 6 Diploma in Professional Marketing

Strategic Marketing (2200)

Time: 14:00 – 17:00

Date: 4 April 2017

Examination

The Strategic Marketing assessment comprises **TWO** compulsory tasks.

Task 1 is worth **40** marks – prepared organisation summary and marketing plan (*see separate Strategic Marketing preparatory brief*)

Task 2 is worth **60** marks – examination

The examination will be 3 hours in duration.

Total marks available – **100**

Candidate guidance for examination:

- Answer **all** sub-tasks
- The available marks are shown alongside each part of the sub-task
- Read all instructions and sub-tasks carefully before attempting them
- You should retain a focus on the theme of the assessment, and ensure that your answers support an improvement within this specific area of performance
- Ensure each sub-task is clearly numbered
- Using the treasury tag provided attach your organisation summary (up to **ONE** side of A4 paper) and marketing plan (up to **EIGHT** sides of A4 paper) to your answer book

Please note that under no circumstances can more than the **ONE** side of A4 paper for the organisation summary and **EIGHT** sides of A4 paper for the marketing plan be taken into the examination. It is the expectation of CIM that invigilators must remove any pages exceeding this at the door to the examination room. Any pages over the allowance taken into the examination will be deemed **examination malpractice** with an outcome of **null and void**.

TASK 1 – PREPARED ORGANISATION SUMMARY AND MARKETING PLAN

You should refer to your prepared Task 1 organisation summary and marketing plan, where required, to answer some of the following sub-tasks.

Your Task 1 organisation summary and marketing plan are worth **40** of the overall marks and **must** be submitted alongside your examination report.

Please note, this Strategic Marketing examination is based on the syllabus and not just on your prepared organisation summary and marketing plan.

TASK 2 – EXAMINATION

Your previously prepared strategic marketing plan aimed at delivering a consistently excellent customer/user service experience has been reviewed by your Senior Management Team and you have been sent feedback with further questions to enable them to fully understand your plan.

You should make reference to your plan to support your answers.

Required:

- (a) For your chosen organisation evaluate **THREE** significant benefits and **THREE** potential challenges to providing consistently excellent customer/user service experience. (12 marks)
- (b) Recommend ways of capturing and analysing information needed to optimise the organisation's ability to deliver a consistently excellent customer/user service experience. (10 marks)
- (c) Justify **TWO** tactical recommendations for implementing excellent customer/user service which is synergistic with your strategic plan. (10 marks)
- (d) Evaluate the effectiveness of the organisation's skills and resources to meet the requirements of your marketing plan. In your answer explain how these resources are to be deployed to achieve the desired performance improvement. (10 marks)
- (e) Discuss which cultural and attitudinal challenges could be encountered in the integration of your marketing plan into the whole organisation. (10 marks)
- (f) Recommend **FOUR** measures that could be incorporated into a continuous improvement plan to ensure your proposed marketing plan is not subject to strategic drift. (8 marks)

(Total – 60 marks)

END OF EXAMINATION



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