



MARKETING RESEARCH AND INSIGHT

OCTOBER 2021

MOCK EXAMS

Time: 5:30PM – 8:30PM

Date: 6th OCTOBER 2021

THREE hours duration

The Mock will be 3 hours in duration

The mock has **TWO** compulsory tasks

Task 1 is worth 50% of the total marks available

Task 2 is worth 50% of the total marks available.

You are required to give your answers in the CIMG answer book provided. Do not repeat the task in your answer, but show clearly the number of the task attempted on the appropriate pages of the answer book. Please start each task on a new page.

Rough work and notes **must** be written in the answer book or on supplementary sheets and **must** be clearly identified.





Case Study: Chosen Organisation

ALL TASKS ARE COMPULSORY

You are employed as marketing manager working in your chosen organization

With reference to your chosen organization and your previously prepared strategic marketing audit, including the external and internal digital environments audits, you have been asked to produce a report that addresses the following tasks.

Task 1

a. Evaluate the findings of an audit of the macro and micro environments to where changes to the elements of an organisation's external and internal change and the organizational willingness, in relation to the impact and influence of the opportunities and risks identified. *(25 marks)*

b. Critically evaluate the resource-based view of your chosen organisation, and the value of this approach in developing resource and capability to deliver its' vision and mission in the marketplace. *(25 marks)*

Task 2

a. Critically evaluate the fit between your chosen organisation's culture and its current strategic intent and strategy. *(25 marks)*

b. Critically assess and prioritise ONE strategic marketing options available to your chosen organisation for maximizing growth and profitability, in the context of market trends. *(25 marks)*

(Total – 100 marks)



