



STRATEGIC MARKETING IN PRACTICE (CASE STUDY)

AUGUST 2023

MOCK EXAMS

Time: 5:30 PM – 8:30 PM

Date: 8th November 2023

Three hours duration

The Mock will be 3 hours in duration

The mock has **TWO** Parts.

Task 1 is worth 40% of the total marks available

Task 2 is worth 60% 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.



(Answer 5 questions in all)

PART A - Compulsory - Answer all questions

All questions should be presented in a report format

- 1) Analyze and provide a strategic plan for Toyota's market penetration in a specific emerging market. Discuss the challenges and opportunities, and propose innovative tactics for success. (20 marks)
- 2) Evaluate Toyota's sustainability marketing strategies and their impact on brand perception. Provide examples and discuss their effectiveness in promoting eco-friendly initiatives. (20 marks)

PART B - Answer any 3 questions

- 3) Discuss Toyota's approach to product innovation and differentiation in a highly competitive automotive industry. Provide examples and assess the impact on customer demand and market positioning. (20 marks)
- 4) Develop a global marketing strategy for Toyota that addresses cultural, economic, and political factors. Discuss entry modes and adaptation strategies for a new market. (20 marks)
- 5) Evaluate how Toyota employs customer-centric marketing to enhance customer loyalty and satisfaction. Provide examples and assess the impact on long-term customer relationships. (20 marks)
- 6) Analyze Toyota's brand management strategies and their impact on brand equity. Discuss challenges in brand management and how Toyota overcomes them. (20 marks)
- 7) Discuss (5) key marketing metrics used by Toyota to measure the effectiveness of its marketing campaigns. Explain how these metrics can inform marketing decisions and return on investment (ROI). (20 marks)

