**Performance Management System**

**December 2022 Examination**

**1. Jagruti Electric Motors is a startup company and has just introduced Two Wheeler electric scooters in India. The marketing team consists of 10 employees. You lead the marketing team, and you need to prepare four Team goals that the marketing team needs to focus on. Use the concept of SMART goals while preparing the Team goals. (10 Marks)**

**Ans 1.**

**Introduction:**

A marketing SMART goal is a goal-setting strategy that teams can utilize to create an actionable marketing plan to sustain the company's long-term purposes, including sales and consumer engagement strategies. Practical SMART goals can aid your teams in clarifying their purposes. Identify locations that require renovation and develop an effective advertising campaign. Using SMART goals in marketing may increase overall earnings and improve client relationships. It is necessary to find out how to use this strategy in marketing to see if it's right for your demands. You can market the recently introduced two-wheeler electric mobility scooter with your

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**2. “Forever Young” is a women’s premium brand dealing with women’s apparel, shoes, bags and other accessories. The brand has a pan-India presence in malls and online shopping. It has plans to launch globally starting with South East Asian countries. Prepare a Balanced Scorecard for “Forever Young”, covering one goal each in the Financial, Customer, Business Process and Learning & Growth quadrants. (10 Marks)**

**Ans 2.**

**Introduction:**

BSC was initially planned as a for-profit business. But it was later on adapted for non-profits and government companies. It is implied to determine a business's intellectual capital, such as training, skills, knowledge, and other proprietary information, that provides competitive advantages in the market. A balanced scorecard model reinforces good behavior in an organization by dividing 4 locations that must be examined separately. These four components, referred to as the legs, belong

**3. Using ‘’cost effectiveness’’ as the theme, prepare two SMART each for the following profiles:**

**a. Production Executive at a manufacturing company (5 Marks)**

**Ans 3a.**

**Introduction:**

The production executives at a making firm will supervise the production procedures for the manufacturing organization. They will collaborate production team and devices and guarantee the high quality and profitability of the items. Like commercial production supervisors, many

**b. Dispatch Executive at a Logistics company (5 Marks)**

**Ans 3b.**

**Introduction:**

Dispatch executives at a Logistics business operate in sectors where people and goods are carried. Industries include railways, trucks, buses, airlines, and college buses. They set up employees and send them along pre-defined paths to supply things and individuals to their destination. They are also responsible for communicating with the company's clients that have