

24U146

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Name : .....

Reg. No : .....

**FIRST SEMESTER UG DEGREE EXAMINATION, NOVEMBER 2024**

(FYUGP)

**CC24U COM1 MN102 - ENTREPRENEURIAL MARKETING**

(B.Com - Minor Course)

(2024 Admission - Regular)

Time: 2.0 Hours

Maximum: 70 Marks

Credit: 4

**Part A** (Short answer questions)

Answer *all* questions. Each question carries 3 marks.

1. Explain Proactiveness as a dimension of entrepreneurial marketing. [Level:2] [CO1]
2. List two key elements of an effective product positioning strategy. [Level:1] [CO1]
3. What challenge do entrepreneurs face in measuring the return on investment (ROI) of their marketing activities? [Level:1] [CO1]
4. What do you mean by creating value? [Level:1] [CO2]
5. How to develop market strategy in New product development? [Level:1] [CO2]
6. Mention any two disadvantages of influencer marketing. [Level:1] [CO3]
7. What do you mean by skimming pricing? [Level:1] [CO3]
8. What is SEO? [Level:1] [CO4]
9. Mention any 2 advantages of content marketing. [Level:1] [CO3]
10. What is blogspot? [Level:1] [CO4]

**(Ceiling: 24 Marks)**

**Part B** (Paragraph questions/Problem)

Answer *all* questions. Each question carries 6 marks.

11. Examine the ethical issues involved in influencer and referral marketing. How can businesses ensure that these strategies remain authentic and transparent to avoid misleading consumers? [Level:2] [CO4]
12. Discuss the importance of brand consistency across different marketing channels. How can inconsistent branding affect a company's reputation? [Level:2] [CO2]

13. An online education platform wants to increase its user base. Explain it use the marketing concept of satisfying customer needs to design better courses and improve its service? [Level:2] [CO1]
14. Define digital marketing and discuss its key components. How does it differ from traditional marketing methods? [Level:2] [CO4]
15. What do you mean by hybrid distribution channel? Explain its advantages and disadvantages. [Level:2] [CO2]
16. Write a note on "developing strategies and plans". [Level:1] [CO3]
17. Analyze the role of a strong value proposition in a successful marketing strategy. How does it differentiate a business from its competitors and attract the target audience? [Level:2] [CO3]
18. Discuss the role of content creation in improving customer engagement. [Level:2] [CO4]

**(Ceiling: 36 Marks)**

**Part C (Essay questions)**

Answer any *one* question. The question carries 10 marks.

19. How to identify the market opportunities in the modern business world? [Level:1] [CO1]
20. What is the premium pricing model, and how does it benefit companies in industries like software and mobile apps? Discuss the risks of offering free services while expecting revenue from premium features. [Level:2] [CO3]

**(1 × 10 = 10 Marks)**

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