

25U140

(Pages: 2)

Name :

Reg. No :

FIRST SEMESTER UG DEGREE EXAMINATION, NOVEMBER 2025

(FYUGP)

(Regular/Supplementary/Improvement)

CC24UCOM1MN102 - ENTREPRENEURIAL MARKETING

(Commerce - Minor Course)

(2024 Admission onwards)

Time: 2.0 Hours

Maximum: 70 Marks

Credit: 4

Part A (Short answer questions)

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

1. What do you mean by opportunity focus? [Level:2] [CO1]
2. What is customer- journey segmentation? [Level:2] [CO1]
3. State the emotional value of marketing. [Level:2] [CO1]
4. What do you mean by creating value? [Level:2] [CO2]
5. What is brand name? [Level:2] [CO2]
6. What is cost- plus pricing? [Level:2] [CO3]
7. What is base- point pricing? [Level:2] [CO3]
8. What do you mean by wordpress? [Level:2] [CO4]
9. Mention any two disadvantages of guerilla marketing. [Level:2] [CO3]
10. Why is data analytics important in digital marketing strategies? [Level:2] [CO4]

(Ceiling: 24 Marks)

Part B (Paragraph questions/Problem)

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

11. What are the ethical concerns surrounding data privacy in entrepreneurial marketing? How can businesses responsibly collect and use customer data while maintaining trust? [Level:2] [CO4]
12. Explain the objectives of physical distribution. [Level:2] [CO2]

13. Discuss the key elements required to create an effective unique value proposition. [Level:2] [CO1]
How should companies align their UVP with customer needs and expectations?
14. What are the ethical issues involved in digital marketing? [Level:2] [CO4]
15. Explain the different stages of the product life cycle (PLC) and the key characteristics of each stage. How do these stages affect marketing strategies? [Level:2] [CO2]
16. Examine the significance of customer-centricity in a marketing strategy. How does focusing on customer needs and preferences enhance the effectiveness of marketing efforts? [Level:2] [CO3]
17. What is experiential marketing, and how does it differ from traditional marketing strategies? [Level:2] [CO3]
18. Explain the importance of search engine marketing (SEM) in digital advertising. [Level:2] [CO4]

(Ceiling: 36 Marks)

Part C (Essay questions)

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

19. Explain the challenges faced by entrepreneurs in marketing process. [Level:2] [CO1]
20. Discuss the importance of customer-centric marketing strategies. How do businesses use market research, segmentation, and personalization to enhance customer satisfaction and loyalty, and what impact does this have on long-term business success? [Level:2] [CO3]

(1 × 10 = 10 Marks)
