

<b>QP Code: D 112792</b>		<b>Total Pages:2</b>	<b>Name:</b>
			<b>Register No.</b>
<b>FIRST SEMESTER UG DEGREE EXAMINATION, NOVEMBER 2024</b>			
<b>(CUFYUGP)</b>			
<b>COP1MN102/COM1MN102: ENTREPRENEURIAL MARKETING</b>			
<b>2024 Admission onwards</b>			
<b>Maximum Time :2 Hours</b>			<b>Maximum Marks :70</b>
<b>Section A</b>			
<b>All Question can be answered. Each Question carries 3 marks (Ceiling : 24 Marks)</b>			
1	Explain the concept of Targeting.		
2	What is entrepreneurial Marketing		
3	Define Product. What are the characteristics of consumer goods?		
4	Distinguish between brand and trademark.		
5	What is the purpose of a branding strategy?		
6	What is content marketing?		
7	Name two types of pricing strategies.		
8	Write a note on Referral marketing.		
9	What is Search Engine Marketing?		
10	Name two benefits of using social media for marketing.		
<b>Section B</b>			
<b>All Question can be answered. Each Question carries 6 marks (Ceiling : 36 Marks)</b>			
11	Elaborate the characteristics of entrepreneurial marketing.		
12	Write a note on Marketing Mix.		
13	How does e-commerce benefit startups in terms of sales and customer reach?		
14	Analyze the key stages in new product development.		
15	Discuss the significance of having a clear marketing strategy for a company.		
16	Examine the key challenges faced by entrepreneurs in the marketing process.		
17	Discuss the importance of digital marketing for modern businesses.		
18	How does social media marketing help businesses to connect with their target audience?		

<b>Section C</b>	
<b>Answer any ONE. Each Question carries 10 marks (1x10=10 Marks)</b>	
19	Define Marketing. Explain in detail about the scope of marketing.
20	Define Pricing. Explain different pricing models and strategies that businesses can adopt.