

JAYPEE UNIVERSITY OF INFORMATION TECHNOLOGY, WAKNAGHAT

TEST -2 EXAMINATION- Oct 2017

B.Tech 7 Semester

COURSE CODE: 10B1WPD731

MAX. MARKS:25

COURSE NAME: Entrepreneurship Development

COURSE CREDITS: 3

MAX. TIME: One Hour Thirty Minutes

Note: All questions are compulsory. Carrying of mobile phone during examinations will be treated as case of unfair means.

1. Discuss in brief the basic guidelines to evaluate entrepreneurial ideas. (4 marks)
2. Furlenco a furniture rental start up is focusing on market development. Suggest a market segmentation strategy for the same. (4 marks)
3. Raymond, the premier textile brand, has launched a very interesting marketing move- launching of Raymond Whites: 100 Styles, One Color. Comment on the pros and cons of such a strategy. (4 marks)
4. Highlight the 7 P's of marketing mix. Use suitable examples. (4 marks)
5. Write short notes on (3 X 3 marks).
 - a. Three barriers to creativity
 - b. Efficacy of 'brain storming technique'
 - c. Key guerilla marketing principles