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JAYPEE UNIVERSITY OF INFORMATION TECHNOLOGY, WAKNAGHAT

TEST -2 EXAMINATION- OCT 2019

B.Tech Sem 7

COURSE CODE: 10B1WPD731

MAX. MARKS:25

COURSE NAME: Entrepreneurship Development

COURSE CREDITS: 3

MAX. TIME: 1.5 hr

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

1. An entrepreneur may not be highly creative yet could be innovative. Comment and justify. Also, highlight in brief any three misconceptions about the realities of great ideas. [CO2] (5 marks)
2. Discuss the four basic principles of idea evaluation. [CO3](4 marks)
3. Present with examples the marketing mix for services. [CO4](4 marks)
4. What is 'Guerilla marketing'? [CO4](2 marks)

5. Case study Questions (10 marks) [CO4]

- i. How can 'Odemos' use market segmentation effectively to improve on its market penetration and position?
- ii. Comment on the strengths and weaknesses of the positioning of the chocolate brand – 'PERK'.