

Dy Prabha Mishra

20/11/2023 (22)

Roll Number:

National Institute of Technology, Hamirpur (HP)

Branch : B. Tech

Semester : 1st

Course Name : Entrepreneurship & Marketing Dynamics

Course Code : MB-101

Time : 3 hours (20 November 2023)

Max. Marks : 50

Attempt all questions. Each question carries 10 marks

1. Define Market and mention its types. Explain the concept of market segmentation and the major bases used to segment consumer market.
2. Briefly explain the different ways of selecting target market segments. What do you mean by positioning errors also explain them briefly.
3. What do you understand by product mix? Explain in brief the new product development process.
4. Compare and contrast the product life cycle with BCG matrix with the help of suitable examples.
5. What are the different marketing strategies for growth as suggested by the Ansoff matrix to enter the market? Also mention the level of risk associated with each strategy.