

QP Code:DI32522		Total Pages: 2	Name:
			Register No.
FIRST SEMESTER UG DEGREE EXAMINATION, NOVEMBER 2025			
(CUFYUGP)			
COM1MN102/COP1MN102 ENTREPRENEURIAL MARKETING			
2024 Admission onwards			
Maximum Time :2 Hours		Maximum Marks :70	
Answers should be written in english			
Section A			
All Questions can be answered. Each Question carries 3 marks			
1	What is meant by marketing mix?		
2	What is experiential marketing?		
3	Define customer targeting.		
4	What is agile marketing?		
5	What do you mean by e-commerce?		
6	Write any three objectives of entrepreneurial marketing.		
7	What is meant by referral marketing?		
8	Mention any three stages in product life cycle.		
9	Define the term branding.		
10	What is meant by differentiation strategy?		
			(Ceiling : 24 Marks)
Section B			
All Questions can be answered. Each Question carries 6 marks			
11	Explain the features of a successful marketing strategy.		
12	Explain the steps involved in developing an effective marketing plan.		
13	Explain the importance of digital marketing and social media presence for entrepreneurs.		
14	Describe the role of partnerships and collaborations in modern marketing.		

15	Explain the use of data-driven decision-making in entrepreneurial marketing.
16	Discuss the stages of brand development and management.
17	Describe the importance of positioning in the market for start-ups.
18	Discuss the major challenges entrepreneurs face in marketing their products. (Ceiling : 36 Marks)
Section C	
Answer any ONE question, carries 10 marks	
19	Discuss the role of branding and distribution strategies in product success.
20	Evaluate the importance of digital, content, and social media marketing in the growth of modern entrepreneurial ventures. (1x10=10 Marks)