

First Semester Internal Examination, September 2026**Minor Course in Commerce****Entrepreneurial Marketing****Course Code -COM1MN102**

Time: 1 Hr

Max Marks: 35

Name:	Marks Scored	Section A		Total Marks
Class:		Section B		
		Section C		

Section A**(Each question carries 3 marks, Max marks for section – 7)**

1. What do you mean by marketing mix?
2. Define customer targeting
3. What are the elements of UVP?

Section B**(Each question carries 6 marks, Max marks for section – 18)**

4. Explain features of entrepreneurial marketing
5. Differentiate between selling and marketing
6. What are the benefits of market segmentation?
7. Explain different types of differentiation strategies

Section C**(Answer any one question, Each question carries 10 marks)**

8. Analyse the various marketing challenges faced by entrepreneurs and discuss how they can overcome these challenges
9. Define marketing and explain the role of marketing in modern business