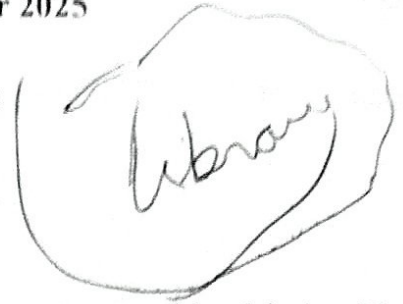


First Semester Internal Examination, October 2025

Minor 2 Course in Commerce(Finance)
Entrepreneurial Marketing
Course Code: COM1MN102



Time: 1 Hr

Max Marks: 35

Name:	M ar ks Sc or ed	Section A		Total Marks
Class:		Section B		
		Section C		

Section A

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

1. Briefly explain components of a product
2. What are the different concepts of branding
3. Explain hybrid distribution channel

Section B

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

4. Explain new product development process
5. Discuss the role of positioning in marketing with example
6. What are the key components of marketing plan
7. Describe important branding strategies

Section C

(Answer any one question, Each question carries 10 marks)

8. Compare and contrast different types of distribution channels
9. Describe different stages of Product life cycle and discuss the strategies a company can use at each stage to remain competitive