

Name:
Enrolment No:



UNIVERSITY OF PETROLEUM & ENERGY STUDIES
End Semester Examination– December-2021

Program: BBA (FBE)
Subject/Course: Entrepreneurial Growth and Strategy
Course Code:

Semester: V
Max. Marks: 100
Duration: 3 Hours

IMPORTANT INSTRUCTIONS

1. The student must write his/her name and enrolment no. in the space designated above.
2. Section A and B- All the questions are compulsory.
3. Section C- Two questions are compulsory and one has internal choice
4. Section D- One question is compulsory and another has an internal choice.

Q.No	Section A (Write the suitable choice)	Marks 2x10	COs
1.	Which of these is NOT a Marketing funnel stage a. Awareness b. Desire c. Value d. Loyalty		1
2.	Marketing funnel leads to more a. Targeted leads b. Customers c. Prospects d. All of the above		1
3.	Which of these is NOT a tool for Marketing funnel a. Landing page b. Email Marketing c. Product d. Follow-up calls		2
4.	We need customer awareness for a. so that customer know company's existence b. so that customer know what you do or sell c. to attract right customer d. all of the above		2
5.	A customer who is aware of your product but still does not have strong intention of buying your product is in which part of funnel A. Top Funnel B. Middle Funnel		1

	<p>C. Bottom Funnel D. None of these</p>		
6.	<p>Competitive Analysis helps in</p> <p>A. Improving communication B. Capitalize on competitor weakness C. Strategize marketing to outmaneuver competition D. All of the above</p>		1
7.	<p>Competitive Analysis is a</p> <p>A. one-time activity B. full time research activity C. Not a one-time activity D. None of the above</p>		2
8.	<p>Amul and Mother-dairy are</p> <p>A. Head-to-head competitors B. First tier competitors C. Indirect competitors D. None of the above</p>		2
9.	<p>Which one is NOT a competitor counter strategy</p> <p>A. Enter new market B. Acquire identical companies C. Develop new sales team D. Improve products with new technology</p>		1
10.	<p>ABC company has a sales volume of \$2,000,000 and total industry is of \$20,000,000. What is the market share of ABC</p> <p>A. 10% B. 15% C. 20% D. 25%</p>		1
	Section B	4x5	
11.	Give three counterstrategies used for competitors?		3
12.	Explain framework used to evaluate competitors?		3
13.	Explain Value proposition. What is the importance of value proposition?		3

14.	Differentiate between tangible cost and tangible benefits.		3
	Section C	3x10	
15.	What is an offer? Give an example of offer with incentives. Or What are incentives? Define at least three incentives used by companies.		3
16.	What are Intangible benefits? with a example explain why it is important?		3
17.	Do a SWOT analysis of your college?		4
	Section D	2x15	
18	Explain the process to observe competitor selling process. Or Explain four ways to evaluate competitor product.		4
19.	Write any four critical information you look into when doing competitor analysis.		4