	Sanjay Ghodawat University, Kolhapur Established as State Private University under Govt. of Maharashtra. Act No XL, 2017	**2020-21** EXM/P/09/00

Year and Program: FY B. Tech	**School of Technology**	**Department:** Mechanical Engineering
Course Code: ED 406	**Course Title: Marketing for Entrepreneurship**	**Semester : VIII**
Day and Date: Thursday,27.05.2021	**End Semester Examination**	**Time : 2 Hrs.** **Max Marks : 50**

Instructions: 1) All Questions are compulsory.

			Marks	Bloom's Level	CO
Q.1	**Answer the following (any Two)**–				
	a)	Distinguish selling concept and marketing concept with example	8	2	1
	b)	Generally, when product has no more competition, there is no advantage segmenting the market. Point out three other instances where segmentation would not be viable alternative.	8	2	2
	c)	If you are CEO of a 300-bed hospital in a big city. List out Factors which are impacting marketing environment of the hospital.	8	1	2
Q.2	**Answer the following (any two) –**				
	a)	A product development department in charge is looking for very creative ideas to develop revolutionary cell phone. Infer the techniques which can be used to generate radical ideas.	8	3	3
	b)	A biscuit company wants to good packaging for their newly launched biscuits. They are to be displayed on shelf of malls and shops. Examine criteria of packaging in this case.	8	4	3
	c)	Marketing manager of men's hair tonic selling company wants to fix the price of the product. Identify steps he would follow.	8	3	4

Q.3 **Answer the following (any two) –**

a)	Suggest the promotional tools for following product with justification. I) Expensive car II) Table fan	9	5	5
b)	A AYZ cement manufacturing and selling company is appointing a new dealer in Pune District. Many existing dealers of other cement companies are showing interest. Suggest or help out the AYZ Co. to select best dealer using norms of a good dealer.	9	5	5
c)	A medical college's marketing officer found that college name and website address is not appearing on any search engine on internet. It is difficult for potential students to find this college online, Devise a plan to overcome this problem using SMO.	9	5	6

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