



MBA DEGREE EXAMINATIONS: DEC 2022

(Regulation 2020)

First Semester

INNOVATION ENTREPRENEURSHIP AND VENTURE DEVELOPMENT

P20IES1101: Marketing Fundamentals

COURSE OUTCOMES

CO1: Develop a strong foundation on product marketing principles

CO2: Learn to embody the voice of the customer

CO3: Explain the process of getting products to market and growing in there

CO4: Demonstrate the skills required to launch, test and iterate a product marketing initiative

Time: Three Hours

Maximum Marks: 50

PART A (1Q x 10 Marks = 10 Marks)

- 1 You have an idea for your start up. How do you bring the idea to reality in launching your business and develop a GTM strategy? CO3 [K₃]

PART B (5Q x 2 Marks = 10 Marks)

- 2 What is product positioning? CO1 [K₁]
3 Define KPIs. CO4 [K₁]
4 Elaborate GTM strategy for a product? CO3 [K₆]
5 Explain steps involved in customer onboarding. CO2 [K₂]
6 Distinguish product management and product marketing. CO1 [K₄]

Part – C (3Qx10 Marks = 30 marks) Answer Any 3 Questions only

- 7 Explain the stages of product lifecycle. CO1 [K₂]
8 What are the different methods of market segmentation? CO3 [K₁]
9 Develop a buyer persona for a product. CO4 [K₆]
10 Explain the functions of Sales enablement strategies and tools. CO2 [K₄]
