



MBA DEGREE EXAMINATIONS: NOV/DEC 2023

(Regulation 2020)

First Semester

MBA - 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: 100

**Answer all the Questions:-
PART A (10 x 2 = 20 Marks)**

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|--|-----|-------------------|
| 1. Differentiate product management and product marketing. | CO1 | [K ₃] |
| 2. What are the steps involved in customer onboarding. | CO2 | [K ₂] |
| 3. What is a GTM strategy? | CO1 | [K _L] |
| 4. Define KPIs. | CO4 | [K ₁] |
| 5. What do you understand by sales enablement and what are its benefits? | CO3 | [K _L] |
| 6. What is product positioning? | CO1 | [K ₁] |
| 7. What do you understand by product marketing? | CO2 | [K _L] |
| 8. Elaborate GTM strategy for a product? | CO3 | [K ₆] |
| 9. Explain the processes involved in a sales process briefly. | CO3 | [K _L] |
| 10. What are the benefits of a sales playbook? | CO3 | [K _L] |

**Answer any FIVE Questions:-
PART B (5 x 16 = 80 Marks)**

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|---|-----|-------------------|
| 11. Explain brand storytelling and why is it called the best marketing? | CO1 | [K _L] |
| 12. What are the different Strategies used for positioning a product? | CO1 | [K _L] |

13. What is Market research? Explain the steps in research process. CO2 [K_L]
14. 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]
15. Explain various marketing mix components. CO4 [K_L]
16. Enumerate the stages of product lifecycle? CO2 [K_L]
