

**Jagan Institute of Management Studies**  
**End-Term Examination, December, 2016 – January, 2017**  
**Trimester V – PGDM (RM) 2015-17**

***Entrepreneurial Marketing***  
***ET\_RM\_EM\_3012***

Time: 3 Hrs.

M. Marks: 70

**INSTRUCTIONS: Attempt any FIVE questions including Q1 & Q7 which are compulsory.**

- Q 1** The splurge of innovative business concepts and ideas are flooded in the industry and seek deployment of resources for their execution. Few of them are lucky and meritorious enough to have investments coming in at a very early stage and rest either die or survive bootstrapped. However funding at initial level through an angel investor does not guarantee any success in the long run nor is it obvious that the venture will survive long and will not see closure. Quoting any such example where the startup was funded and later died, explain and discuss the reasons for such a failure. Highlight the factors that may be responsible for failure of business ventures that even though seem workable in its first phase and are able to arrange enough funds for operations but die in the later stages. Use live examples to support your answer. **13**
- Q 2** Comment on any **THREE** from the following:
- a) “Market segmentation for innovative disruptions.”
  - b) The role of Ideation & Innovation in entrepreneurial marketing.
  - c) Threshold level & critical mass in entrepreneurship.
  - d) The core team is itself a marketing tool in procuring investments from angels and VC’s. **13**
- Q 3** a) The success of any business idea lies more in its execution and operational excellence rather than the amount of funds invested into its portfolio. However any new age entrepreneur keeps the marketing strategies dynamic at different levels of the venture looking into the nature of target audience and budgetary constraints. Give suggestions on the type and nature of marketing activities to be carried out at bootstrapped stage?
- b) What are the disadvantages of being an asset heavy model and advantages of being an asset light model as a business venture? **13**

- Q 4** a) Aggregators adopt different marketing tactics as compared to traditional businesses. What makes aggregators go different than their traditional counterparts and how are they different from usual business houses? E.g. – OLA & MERU. 13
- b) Differentiate between start up marketing and traditional marketing? 13
- Q 5** Highlight the importance of being innovative for startups in their marketing efforts. Elaborate on the phases of creative marketing plan at ideation stage. What importance do you think early revenue stage hold in making a business venture go a long way? 13
- Q 6** Consider yourself to be a startup founder who has just begun to roll out a business plan for the execution of an innovative business idea and most importantly need to work out a low budget but effective marketing plan to prove the concept (POC) and further raise funds for the expansion. What challenges do you think you would encounter in chalking out a marketing and promotional plan for a budding unproved concept, especially when you are not equipped with heavy funds to spend. What different types of buyer and users do we face at various levels of growth chart in entrepreneurship? 13
- Q 7** An innovative business thinker had come up with a business idea to enter into the green space of selling natural plants and accessories to the buyers online with asset light model in place, making it easy for the plant lovers to buy and choose from a vast variety of inventory in just a click and get it delivered right at the doorstep with ease and convenience. The idea is to aggregate various nurseries and link them with technology. As now the venture is bootstrapped and going slow with the operations, majorly to prove the concept and then scale up gradually. You being a startup marketing consultant need to devise a plan and strategy to ensure the venture sail through smoothly and then get ready for funding to expand. Cover up the following factors while making the plan: 18
- a) Give the venture a new name and tagline.
  - b) Define value proposition statement.
  - c) Define Target Segment and Positioning Strategy.
  - d) Marketing and Promotional Plan for Delhi & NCR.
  - e) Brand USP.
- Note: - The entrepreneur has limited funds sourced from his own pocket.

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