

K. E. Society's  
**Rajarambapu Institute of Technology, Rajaramnagar**  
(An Autonomous Institute, affiliated to SUK)  
**Unit Test - II (Dec. 2022)**

GP code  
UT21

**Class:** S. Y. MBA (IEV) Sem. III

**Date:** 21/12/2022

**Course Code:** MIV201

**Course Name:** Venture Growth and Strategy

**Time:** 11:45 to 12:45 pm.

**Max Marks:** 25

**Instructions:** 1) All questions are compulsory 2) Figures to the right indicate maximum marks.  
3) Assume suitable data if not given

Q. No.	Question Statement	Marks	CO_No.
1	Elaborate different pricing strategies with suitable examples.	10	CO_2
<b>OR</b>			
1	Describe the term digital marketing. Illustrate the categories of digital marketing applied by an enterprise.	10	CO_2
2	Analyze the different stages of developing new product by the enterprise with suitable example.	9	CO_4
3	Describe the following terms relating to economics for growing a start-up – 1) Cost 2) Price 3) Production strategies	6	CO_3

