

Enroll. No.

Q. P. No.

E080

K. E. Society's
Rajarambapu Institute of Technology, Rajaramnagar
 (An Autonomous Institute, affiliated to SUK)
End Semester Examination

S.Y.M.B.A. - IEV Sem- III

Course Code: MIV201

Course Name: Venture Growth and Strategy

Day & Date:- Monday, 23/01/2023

Time: - 2:30 to 5:30 pm.

Max. Marks: - 100

*Instructions: -1) All Questions are compulsory 2) Figures to the right indicate maximum marks.
 3) Assume suitable data wherever necessary. 4) Use of non-programmable calculator is allowed.
 5) (CO_) indicates the course outcome number mapped with the respective question.*

Q. No.	Question Statement	Marks	CO_No.
1a	"A strategy describes how the goals will be achieved by the using resources. It involves activities such as strategic planning and strategic thinking." Discuss the statement with suitable examples.	10	CO_1
1b	Elaborate the following strategies with suitable example. (Any one) i) Diversification Strategies ii) Expansion Strategies	5	CO_1
2a	Discuss the benefits and limitations of digital marketing for a new enterprises.	9	CO_1
2b	Illustrate the social media marketing and search engine optimization in relation of digital marketing with suitable examples.	6	CO_1
OR			
2b	Describe the owned, paid and earned digital marketing with suitable examples.	6	CO_1
3a	Analyze different quality related strategies applicable to the new enterprises with suitable examples.	10	CO_2
3b	Discuss the following strategies with suitable example. (Any one) i) Adverting Strategy ii) Cost control & cost reduction strategy	5	CO_2
4a	Discuss the vertical expansion and horizontal expansion of an enterprise with suitable examples.	10	CO_3
4b	Elaborate different aspects of organizational culture of an enterprise.	5	CO_2



OR			
4b	Describe the following terms relating to growing a start-up with suitable examples – 1) Proformamce Appraisal 2) Efficiency 3) Productivity	5	CO_2
5a	Analyze application of economies of scale in an enterprise with suitable examples.	10	CO_4
5b	Justify three examples relating to offer new products in existing markets.	5	CO_4
5c	Justify three examples relating to offer same products in new markets.	5	CO_4
6a	Analyze the importance of mergers and acquisitions strategy to an enterprise with suitable examples.	10	CO_3
6b	Elaborate the stages of product development considered by the enterprise with suitable example.	10	CO_4

