

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

