

Enroll No

K.E.Society's
Rajarambapu Institute of Technology, Rajaramnagar
 (An Empowered Autonomous Institute, affiliated to SUK)
Unit Test -I (2025-26)
 S.Y. MBA (IEV)

Q.P. Code
UT 2933

Course Code: MIV2011/12 **Course Name:** Venture Growth and Strategy

Day & Date: Monday 11/08/2025

Time: 11:45 To 12:45

Max Marks- 25

- Instructions:**
- 1) All questions are compulsory.
 - 2) Figures in rounded () brackets within the question, indicate the scheme of marking for respective part of the question, whereas, figures in the first right column indicate total marks for that whole question.
 - 3) CO is the index number of the Course Outcome statement.
 - 4) The Bloom's taxonomy level (BL) for 1,2,3,4,5 and 6 is remember, understand, apply, analyze, evaluate and create respectively.
 - 5) Assume suitable data if necessary.
 - 6) Use of non-programmable calculators is allowed

			Marks	BT Level	COs
Q.1	A	'Customer equity can guide a company in deciding its budget for social media campaigns' Discuss(5) and support your answer with example(4).	9	3	CO1
	B	Analyze the benefits of use of a combination of paid (3), owned(3), and earned(3) media for a new venture in rural market.	9	4	CO1
Q.2		Start-up can use 'rate of diffusion'(3) to plan the launch of a new product in the market(3), elaborate this concept using suitable example(1).	7	3	CO1
		OR			
		Use the concept of 'value proposition' (3) & create a differentiating ideas for launch of a new organic snacks brand in a competitive market (4).	7	3	CO1

