

Dr Anupriya Kaur

JAYPEE UNIVERSITY OF INFORMATION TECHNOLOGY, WAKNAGHAT

TEST -2 EXAMINATION October 2018

B.Tech Semester 7

COURSE CODE: 10B1WPD731

MAX. MARKS:25

COURSE NAME: Entrepreneurship Development

COURSE CREDITS: 3

MAX. TIME: 1.5 hr

*Note: All questions are compulsory. Carrying of mobile phone during examinations will be treated as case of unfair means.*

1. What are the basic principles for Business Idea Evaluation? Also, discuss the sources for generating new business ideas. (5 marks) [CO3]
2. (a) Why is the 'need' and 'want' concepts fundamental to marketing philosophy. (b) Discuss with examples Behavioral segmentation of consumer markets. (2 + 4 marks) [CO4]
3. IKEA the world's largest furniture retailer has opened its first store in Hyderabad and plans to expand to other metro cities. Suggest the key aspects which would be critical while catering to Indian consumer market.(5 marks) [CO1 & CO4]
4. Write short notes on the following ( 3X 3 marks)
  - a. SCAMPER – Technique for creativity [CO3]
  - b. Product Life Cycle [CO4]
  - c. Convenience products vs Shopping products [CO4]