



BHARTIYA SKILL DEVELOPMENT UNIVERSITY

Registration No.:

School of Entrepreneurship Skills

Session: 2020-21 (Summer Semester)

B. Voc. Program, V Semester,

2nd In-Sem. Examination

Course Code: SES1501

Time: 1 Hour

Course Name: Advanced Course In Entrepreneurship

Max. Marks: 20

Section – A

05X01 = 05 Marks

Answer following objective type questions, each question carries 01 mark.

Q 1. A business plan should be used only when setting up a new venture. True/False?

- a) True
- b) False

Q2 Which of the following does not belong to The '4 Methods to Increase Revenue'?

- a) Increase the number of customers
- b) Increase the average transaction size
- c) Slash your prices
- d) Raise your prices

Q 3. A capital investment for a startup is the one that

- a) Has the prospect of long-term benefits
- b) Has the prospect of short-term benefits
- c) Only undertaken by large corporations
- d) Applies only to investment in fixed assets

Q 4. 'Net sales' is computed by:

- a) Subtracting from gross sales, sales returns and allowances, and trade discounts
- b) Subtracting from gross credit sales, sales returns and allowances, and cash discounts
- c) Subtracting from gross sales, sales returns and allowances, and cash discounts
- d) Subtracting from gross sales, sales returns and allowances

Q 5. Which of the following is an advantage to an entrepreneur of using venture capital to secure finance for a business start-up?

- a) A 100% of profits are always retained by the entrepreneur
- b) Control is never lost within the business
- c) Large amounts of finance are usually available
- d) The venture capitalist funds will never need repaying



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Section – B

03X02 = 06 Marks

Answer following short answer type questions, each question carries 02 marks.

- Q 1. What is primary revenue?
- Q 2. What are the customer lifecycle stages?
- Q 3. Write the major advantages and disadvantages of crowdfunding?

Section – C

03X03 = 09 Marks

Answer following essay type questions, each question carries 03 marks.

- Q 1. What are the common Funding Sources for Startup?
- Q 2. Businesses are looking beyond core offerings to drive new revenue streams. Justify the Statement.
- Q 3. You as an entrepreneur want create awareness among your Customers for your product. How will you achieve this? Which metric will you use to measure?



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A

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B. Voc. Program, V Semester,
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Course Code: SES1501

Course Name: Advanced Course In Entrepreneurship

Section – A

Time: 1 Hour

Max. Marks: 20

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Section – B

03X02 = 06 Marks

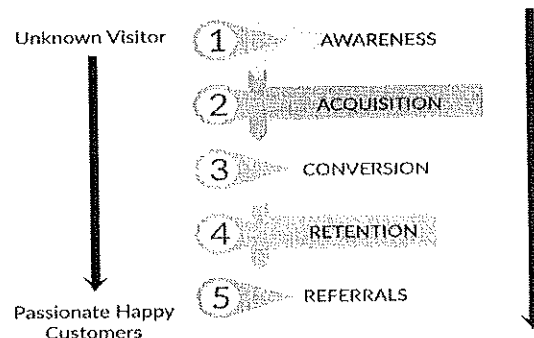
Answer following short answer type questions, each question carries 02 marks.

Q 1. What is primary revenue?

Ans: Revenue is the total amount of income generated by the sale of goods or services related to the company's primary operations. Revenue, also known as gross sales, is often referred to as the "top line" because it sits at the top of the income statement. Income, or net income, is a company's total earnings or profit. When investors and analysts speak of a company's income, they're actually referring to net income or the profit for the company.

Q 2. What are the customer lifecycle stages?

Ans:





Q 3. Write the major advantages and disadvantages of crowdfunding?

Ans:

Advantages:

- It can be a fast way to raise finance with no upfront fees.
- It is a good way to test the public's reaction to your product/idea.

Disadvantages:

- If you don't reach your funding target, any finance that has been pledged will usually be returned to your investors and you will receive nothing
- If you haven't protected your business idea with a patent or copyright, someone may see it on a crowdfunding site and steal your concept

Section – C

03X03 = 09 Marks

Answer following essay type questions, each question carries 03 marks.

Q 1. What are the common Funding Sources for Startup?

Ans: Many entrepreneurs looking to start a business get confused on the best source of funding to seek for their startup. With the many options there are, choosing the ideal source of financing can be an overwhelming process. Listed below are some common funding sources, with a brief explanation of each.

Personal Savings: This is the most appealing source of financing, because you use your own money to jumpstart your business and don't owe anyone else in the process.

Family and Friends: You can request your friends, family or close associates to help fund your business. This type of funding has more to do with the relationship itself, rather than the assessment of a feasible business plan.

Crowdfunding: This involves funding a business by taking small amounts of capital from a large number of people, usually via the internet

Angel Investors: Angel investors are wealthy individuals who will provide funding in exchange for a share of equity in the business. Some investors work in groups and screen deals together before providing funds, while most work on their own.

Venture Capital: Venture capitalists are investors who put in a considerable amount of money in exchange for equity in the business, and get returns when the business goes public or is acquired by another company.

Bank Loans: Bank loans are a popular source of funding for many startups. Before applying for a bank loan, it's important to ensure that you are well educated about the various options available, and the interest rates that come with each option.

Q 2. Businesses are looking beyond core offerings to drive new revenue streams. Justify the Statement.

Ans: Secondary revenue refers to revenue generated from goods or services which differ from the main product or service lines of a company. It may also be referred to as ancillary or non-core revenue or as monetization. Typically, secondary revenue generation will use existing assets, in order to keep costs low. In today's world the focus of secondary revenue generation is usually a company's website and associated platforms, but does not have to be.

Despite its name, secondary revenue can play a major role in a firm's strategy. Where margins on principal products are being squeezed, secondary sources can provide a much-needed boost to revenue; where that squeeze is due to structural changes in an industry, secondary revenue can become a core source of income.

The retail and airline industry today shares some of the fitting example of widespread use of secondary revenue generation.



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Q 3. You as an entrepreneur want create awareness among your Customers for your product. How will you achieve this? Which metric will you use to measure?

Ans: Following Job-aid will be adopted for creating awareness among customers:

	Brick & Mortar (Physical)	Online B2C	Online B2B
Tools to achieve customer awareness	Pamphlets Posters Banners Hoardings Television/Newspaper Ads Word of mouth Expos Symposiums Trade shows Conferences Approach places where you are likely to find potential customers	Website SEO Social media channels YouTube PR Pamphlets Hoardings Posters Blogs and bloggers Email marketing Crowdfunding sites, wherever applicable Affiliate marketing	Use channels like LinkedIn Quora Blogs and bloggers Social media channels Email marketing Websites SEO Explore partnerships for affiliate marketing to create a web presence
Metrics to measure customer awareness	Telephone enquiries; walk-ins	No. of users who logged into the website; registrations; no. of enquiries; no. of likes; no. of shares; no. of comments	No. of registrations; no. of enquiries



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Registration No.:

School of Entrepreneurship Skills
Session: 2020-21 (Summer Semester)
B.Voc Program, 5th Semester,
2nd In-Sem. Examination

Set A
Time: 1 Hour
Max. Marks: 20

Course Code: SES1502
Course Name: Marketing Management

Section-A

05x1 = 05 marks

Q.1) Answer the following objective type questions, each question carries 01 mark:

1. Marketing is a process that creates, communicates and delivers.

- a. Services to customers
- b. Products to customers
- c. Value to customers
- d. Materialistic benefits to the customer

2. Our marketing mechanism is deemed successful only if –

- a. We get money from him
- b. Customer is fully satisfied by our products and services
- c. We can sell more than our competitors
- d. We can make more profit than our competitors

3. In SWOT, the letter 'O' stands for –

- a. Omnipresent (product lines)
- b. Obvious (Marketing responses)
- c. Occurrence (of trade cycles)
- d. None of the above

4. If we get data from a marketing research agency this data would be deemed as:

- a. Primary data
- b. Secondary data
- c. Tertiary data
- d. Raw data

5. The primary methods of data collection are interview, _____ and _____.

- a. Observation, internet
- b. magazines, questionnaire
- c. Questionnaire, observation
- d. MR Agency, newspaper

Section-B

03x02 = 06 Marks

Q.II) Answer the following short answer type questions, each question carries 02 marks:

1. What do you understand by the term 'Market Research'?
2. Differentiate between Open Ended v/s Close Ended questions with examples.
3. Write a short note on Break Even Analysis.

Section-C

03x03 = 09 marks

Q.III) Answer the following essay type questions, each question carries 03 marks:

1. What objectives should be kept in mind while determining pricing policies & strategies?
2. Differentiate between Primary and Secondary Data by giving some examples.
3. Write a short note on nature of market research.

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Session: 2020-21 (Summer Semester)
B.Voc Program, 5th Semester,
2nd In-Sem. Examination

Answer Sheet Set A
Time: 1 Hour
Max. Marks: 20

Course Code: SES1502
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Section-B

03x02 = 06 Marks

Q.II) Answer following short answer type questions, each question carries 02 marks;

1. What do you understand by the term 'Market Research'?

Ans. Marketing research is the systematic gathering, recording and analyzing of data about problems relating to the marketing of goods and services. Market research will give you the data you need to identify and reach your target market at a price customers are willing to pay.

2. Differentiate between Open Ended v/s Close Ended questions with examples.

Ans. Open-ended questions are explanatory in nature and allow the respondent to provide free-form answers, often not restricted to a word or two. Basically, they allow them to air their opinions and comments in the form of sentences, lists, and stories. Additionally, they don't come with a predefined list of answers for the respondents to choose from. For ex- Word Association, Fill in the blanks.

Closed-ended questions on the other end generally have a limited set of possible answers which the respondents have to choose from - such as "Yes," "No," etc. Also, closed-ended questions come in a variety of forms, such as multiple choice, drop down, check box, rank-based etc.

3. Write a short note on Break Even Analysis.

Ans. A break-even analysis is a useful tool for determining at what point your company, or a new product or service, will be profitable. Put another way, it's a financial calculation used to determine the number of products or services you need to sell to at least cover your costs. Its a no profit-no loss point.

Section-C

03x03 = 09 marks

Q.III) Answer following essay type questions, each question carries 03 marks:

1. What objectives should be kept in mind while determining pricing policies & strategies?

Ans. The objectives are as follows:-

1. Profits-related Objectives:

Profit has remained a dominant objective of business activities.

Company's pricing policies and strategies are aimed at following profits-related objectives:

i. Maximum Current Profit:

One of the objectives of pricing is to maximize current profits. This objective is aimed at making as much money as possible. Company tries to set its price in a way that more current profits can be earned.

ii. Target Return on Investment:

Most companies want to earn reasonable rate of return on investment.

Target return may be

1. Fixed Percentage of sales.
2. Return on Investment
3. A fixed rupee amount.

ii. Sales Related Objectives

i. Sales Growth:

Company's objective is to increase sales volume. It sets its price in such a way that more and more sales can be achieved.

ii. Target Market Share:

A company aims its pricing policies at achieving or maintaining the target market share. Pricing decisions are taken in such a manner that enables the company to achieve targeted market share.

3. Competition-related Objectives:

i. To Face Competition:

Company sets and modifies its pricing policies so as to respond the competitors

ii. To Keep Competitors Away:

To prevent the entry of competitors can be one of the main objectives of pricing.

4. Customer-related Objectives:

i. To Win Confidence of Customers:

Customers are the target to serve. Company sets and practices its pricing policies to win the confidence of the target market.

ii. To Satisfy Customers:

To satisfy customers is the prime objective of the entire range of marketing efforts. And, pricing is no exception. Company sets, adjusts, and readjusts its pricing to satisfy its target customers.

2. Differentiate between Primary and Secondary Data by giving some examples.

BASIS FOR COMPARISON	PRIMARY DATA	SECONDARY DATA
Meaning	Primary data refers to the first hand data gathered by the researcher himself.	Secondary data means data collected by someone else earlier.
Data	Real time data	Past data
Process	Very involved	Quick and easy
Examples	Surveys, observations, experiments, questionnaire, personal interview, etc.	Government publications, websites, books, journal articles, internal records etc.
Collection time	Long	Short
Specific	Always specific to the researcher's needs.	May or may not be specific to the researcher's need.
Available in	Crude form	Refined form
Accuracy and	More	Relatively less

Reliability

3. Write a short note on nature of market research.

Ans. The nature of market research can be explained as follows:

1. Systematic process:

Marketing Research is a systematic process to identify and to solve problems.

The process of marketing research involves the following steps:

1. Identify the marketing problems.
2. Create the research design.
3. Collection of data through primary and secondary sources.
4. Processing of data.
5. Analysis of data.
6. Implementation of data.
7. Finally, review or follow up of action taken.

2. Scope:

Marketing Research attempts to solve problems in a wide range of areas. The problem relates to various areas of marketing such as:

- Product Research
- Promotion Research
- Pricing Research
- Place Research

3. Continuous in Nature: -

Marketing research is continuous in nature. As long as the firm exists, there is a need for marketing research; to overcome certain marketing problems arise during existence of the firm.

4. Bridges Company-customer Gap: -

Marketing Research bridges the gap between the producers and the consumers. The company comes to know more about its consumers-their likes and dislikes, tastes, preferences and buying patterns.

5. It fulfils Company Objectives: -

Due to marketing research, the company is in a position to achieve its objectives. Marketing research enables a firm to solve marketing problems. The resolving of marketing problems enables the company to achieve its objectives in a profitable manner.



School of Entrepreneurship Skills
Session: 2020-21 (Summer Semester)
B. Voc. Program, V Semester,
2nd In-Sem. Examination

Course Code: SES1503

Time: 1 Hour

Course Name: Legal and Taxation Aspects of Business

Max. Marks: 20

Section – A

05X01 = 05 Marks

Answer following objective type questions, each question carries 01 mark.

Q.1 A company with limited liability may be:

- a) Limited by Shares
- b) Limited by Guarantee
- c) Unlimited
- d) Both a) & b)

Q.2. "No minimum capital required" is a feature of:

- a) Public Company
- b) Private Company
- c) Government Company
- d) All of Above

Q.3 Maximum number of members for a private company is:

- a) 200
- b) 50
- c) No limit
- d) 7

Q.4. "Pvt. Ltd." in their names of a company means, it is a

- a) Private Company
- b) Limited Liability Company
- c) Private limited liability Company
- d) Private unlimited liability Company

Q.5. The 'person' who subscribes to the memorandum of association of the company should not be

- a) Minor
- b) an undischarged insolvent
- c) an alien enemy
- d) All of above

Section – B

03X02 = 06 Marks

Answer following short answer type questions, each question carries 02 marks.

Q.1 Describe the feature "Transferability of shares" of a Company.

Q.2 What is a Private Company.

Q.3. What do you mean by a Company?

Section – C

03X03 = 09 Marks

Answer following essay type questions, each question carries 03 marks.

Q.1 State the contents of a Memorandum of Association?

Q.2. State the features of a company under Companies Act, 2013?

Q.3. Write a brief note on "Incorporation of a Company".

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Course Code: SES1503

Time: 1 Hour

Course Name: Legal and Taxation Aspects of Business

Max. Marks: 20

Section – A

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Section – B

03X02 = 06 Marks

Answer following short answer type questions, each question carries 02 marks.

Q.1 Describe the feature "Transferability of shares" of a Company.

Ans. The capital of a company is divided into parts, called shares. These shares are, subject to certain conditions, freely transferable, so that no shareholder is permanently wedded to the company. When the joint stock companies were established the great object was that the shares should be capable of being easily transferred.

Q.2 What is a Private Company.





Ans. Private Limited Company and there Compliances as per Companies Act 2013 are:

Section 2(68) of Companies Act, 2013 defines private companies. According to that, private companies are those companies whose articles of association restrict the transferability of shares and prevent the public at large from subscribing to them. This is the basic criterion that differentiates private companies from public companies.

Q.3. What do you mean by a Company?

Ans. . Section 3(1)(i) of the Companies Act, 1956 defines a company as: "a company formed and registered under this Act or an existing Company".

Section – C

03X03 = 09 Marks

Answer following essay type questions, each question carries 03 marks.

Q.1 State the contents of a Memorandum of Association?

Ans. The Memorandum of Association or MOA of a company defines the constitution and the scope of powers of the company. In simple words, the MOA is the foundation on which the company is built. In this article, we will look at the laws and regulations that govern the MOA. Also, we will understand the contents of the Memorandum of Association of a company. Contents of the Memorandum:- Contents of a memorandum depend on the kind of company. The contents of memorandum of a company limited by shares shall contain the following clauses as per Table A of the Schedule I to the Act:

1. Name clause : Every company has to adopt its corporate name carefully. This name has to be stated in the Memorandum. The name of the company as approved by the Registrar would need to be given sufficient display as per the rules, such as outside every office, on the letters, notices etc. In the case of a limited liability company, the word Limited Private limited must be there as the last words of the name. In case of a OPC, words 'One Person Company' shall be mentioned in brackets below the name of such company, wherever its name is printed affixed or engraved. {Sec. 12(3)}
2. Registered office clause : This clause requires the mention of the state in which the registered office of the company is to be statute. A company must have a registered office as a stable place for its location and as its domicile.
3. Object clause : The memorandum must state the objects for which the company is being formed. This clause defines the area of activities for which the company is being formed. Any activity outside the limits defined by this clause would be ultra vires (beyond the powers) for the company and the company can neither do it nor ratify it if it is done by any agent without its sanction.
4. Liability clause : The nature of liability of the members of the company being formed must be indicated by the memorandum. The memorandum of a company limited by shares or by guarantee shall also state that the liability of its members is limited.





5. Capital clause : The capital clause lays down the maximum limit of the capital beyond which the company cannot issue shares. This amount is described as registered capital or authorized capital or nominal capital.

6. Subscription or association clause This clause contains the declaration by the signatories to the Memorandum about their desire to be formed into a company, about their commitment to acquire the qualification shares, if any, and the personal details about the subscribers with their signatures attested by a witness. In case of a OPC, this clause contains the name of the only subscriber and his other particulars and his undertaking to take all the shares of the company.

7. Nomination clause: This clause is application only in case of OPC. This clause contains the name of a some other person with his written consent. He shall become a member of the company in the event of subscriber's/member's death or incapacity to contact.

Q.2. State the features of a company under Companies Act, 2013?

Ans. A company is an association of persons who contribute money or money's worth to carry on some agreed activity for their economic gain. The money contributed by them forms the capital of the company. It is an artificial person created by law. Section 3 of the Indian Companies Act, 1956 defines a Company as "Company formed and registered under this Act or an existing company."

The most important characteristics of a company:

1. Legal person – It is created by law. It is considered as a person in the eyes of law.
2. Artificial person and Separate property– It has no body and mind of its own. It can act only through other persons elected for the purpose. A company at its own discretion can buy or sell any asset.
3. Perpetual Succession – A company has a life of its own distinct from the life of its members. So the death of a member will not affect the life of the company.
4. Limited liability – The liability of the members are limited to the extent of the face value of the shares held by them.

5. Freely transferable – Shares of a company are freely transferred except in case of a private company.

6. Can sue and be sued – A company like any other person can sue a third party and be sued.

7. Separation of ownership and management – A company is managed through a board of directors elected by its members. A member has no right to participate in the management of its day-to-day affairs.

8. Common seal – Every company should have a common seal of its own. It is similar to the signature of a natural person.





Q.3. Write a brief note on "Incorporation of a Company".

Ans. Procedure of Incorporation of a Company

Before proceeding to register a company, the promoters have to decide the following aspects:

(a) Type of company: the promoters must decide whether they want to incorporate a private company or a public company. (

b) Availability of Name: A company is identified by the name with which it is registered. As per section 13, the memorandum of association of a company should state the name of the company.

Promoters of a company under a proposed name may make an application to Registrar of Companies in e-Form No. 1A, accompanied with a fee of Rs. 500.

Corporate Identity Number: Registrar of Companies is to allot a Corporate Identity Number (CIN) to each company registered on or after Nov. 1, 2000.

Documents to be filed with the Registrar:-

1. Memorandum of Association
2. Articles of Association
3. Copy of Proposed Agreement
4. Power of Attorney
5. Consent of the Directors
6. Particulars of Directors
7. Notice of Registered Address
8. Statutory Declaration
9. Filing of Document with the Registrar for Registration

On registration, the Registrar will issue a certificate of incorporation whereby he certifies that the company is incorporated

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Session: 2020-21 (Summer Semester)
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Course Code: 1504

Course Name: Project Formulation and Startup

Time: 1 Hour

Max. Marks: 20

Answer Key

Section-A

- Q1. A
- Q2. B
- Q3. A
- Q4. C
- Q5. B

Section-B

Q1.

The pre-feasibility study is thus an intermediate effort, following the identification of a project idea, to determine whether the proposal deserves to be pursued further for project formulation and implementation. investigate whether a concept satisfies the client's objectives and the technical, economic, social and environmental constraints for a particular project the following aspects come for consideration at this

1. What is proposed project about and why the need has arisen?
2. Objectives- define what the project aim?
3. Demand Analysis.
4. Capital facility required
5. Cost estimation
6. Sources of raw material
7. Study of environmental factors

Q2.

Startups do not and cannot exist in a vacuum. They are born in a specific context as parts of an entity - a network, a system - much bigger than themselves. Entrepreneurs are supported by a community of people, organizations and other startups that surround them. This is what we refer to as a startup ecosystem.

Elements of startup ecosystem are:

1. Government Schemes
2. Incubators/ Accelerators
3. Co-Working Spaces
4. Funding Providers
5. College/Universities and other educational institutes.
6. Events/Workshops/Seminars
7. Social Media.

Q3.

Apple target market on the basis of psychological dimension of customers those who believe in building, image, status, luxurious life style, so easily they can spend good amount of money on it and make it their status symbol. Common set of characteristics shared by Apple target customer segment include appreciating design, quality and performance of technology products and services over their prices. People who own Apple products tend to be more urban, have a college education, and follow technology news on a regular basis.





services over their prices. People who own Apple products tend to be more urban, have a college education, and follow technology news on a regular basis.

Apple's tagline has been "Think different." This position statement appeals to the changing trends in technology and consumer tastes.

Section-C

Q1.

The Project Life Cycle refers to a logical sequence of activities to accomplish the project's goals or objectives. Regardless of scope or complexity, any project goes through a series of stages during its life.

- a) Initiation or Birth phase, in which the outputs and critical success factors are defined,
- b) Planning phase, characterized by breaking down the project into smaller parts/tasks, an
- c) Execution phase, in which the project plan is executed
- d) Closure or Exit phase, that marks the completion of the project.

Project activities must be grouped into phases because by doing so, the project manager and the core team can efficiently plan and organize resources for each activity, and also objectively measure achievement of goals and justify their decisions to move ahead, correct, or terminate.

It is of great importance to organize project phases into industry-specific project cycles, because each industry sector involves specific requirements, tasks, and procedures when it comes to projects, but also because different industry sectors have different needs for life cycle management methodology. And paying close attention to such details is the difference between doing things well and excelling as project managers.

Q2.

Market and demand analysis is an integrated approach to generate market power by critical analysis of the market logistically. Although the terms "marketing" and "marketing analysis" can both be described as games of information, they are not to be confused. Marketing encompasses all of the activities that go into promoting a product or service. A marketing analysis is the actual assessment of the target population, competition and needs for marketing that product or service. The marketing analysis process can be broken down into six steps:

1. Defining the problem
2. Analysis of the situation
3. Obtaining data that is specific to the problem
4. Analysis and interpreting the data
5. Fostering ideas and problem solving
6. Designing a plan





Q3.

Project planning is a procedural step in project management, where required documentation is created to ensure successful project completion. Documentation includes all actions required to define, prepare, integrate and coordinate additional plans. The project plan clearly defines how the project is executed, monitored, controlled and closed.

- 1) Identification of the Problem The first step in project planning is identifying the problem.
- 2) Planning In the planning stage, the project team will come up with ideas on how to solve the problem, along with cost estimates, deadlines and target goals for the end result.
- 3) Implementation During the implementation phase, the plans to solve the problem that you came up with in Step 2 will be enacted.
- 4) Evaluation and Live Operations During this stage, the response to the problem that the project team came up with is monitored, with support provided to customers. You will also do an analysis of the entire process to this point, evaluating how the project team responded to the problem, including whether or not they were able to complete the project on-time and on- or under-budget.
- 5) Future Planning: The final step is future planning. In this step, you'll determine if the project needs to be continued or if it can be ended, if a project needs to be developed to succeed this project, and if this project needs to be re-evaluated at a point in time in the future or at regular intervals.

