



THEORY 1 st - IN-SEM EXAMINATION		
SESSION: 2022-23(SUMMER SEMESTER)		
B.Voc	Semester	5 th Sem
Course name	Advanced Course In Entrepreneurship	
Course code	SES1501	
Date		
Name of the Student		Reg. No.

INSTRUCTIONS

- Maximum Marks: **20**
- Duration of Examination: **01 Hour**
- Attempt all questions.

1. Section A (05 objective type questions, each question carries 01 mark)**05×1 = 05**

- Which business function do experts agree, you should focus on first when preparing to start a business.
a) Financing
b) Marketing vision
c) Operation
d) None of the above
- Sharing economy can be defined as an economic model based on:
a) B2B
b) B2C
c) C2C
d) P2P
- Which is a function of E-commerce?
a) Marketing
b) Advertising
c) Warehousing
d) All of the above
- _____ deals with the specification of the actual good or service and how it relates to the target customer.
a) Product aspect
b) Promotion aspect
c) Price aspect
d) Place aspect
- What constitutes an online marketplace?
a) A message board for consumers to connect with each other.
b) An e-commerce platform on a brand's website.
c) A website that has just one vendor.
d) A website where third-party sellers connect with consumers.

2. Section B (03 short answer type questions, each question carries 02 marks)

03×02 = 06

1. What do you mean by enterprise growth?
2. How does the sharing economy work?
3. What is the Business Model Canvas (BMC)?

3. Section C (03 long type questions, each question carries 03 marks)

03×03 = 09

1. What does it mean to pivot in entrepreneurship? When to pivot, and how to pivot effectively?
2. What is a marketplace? Outline at least 3 key features of online marketplaces.
3. What are the common challenges faced by the enterprise during growth phase?

THEORY 1 st - IN-SEM EXAMINATION			
SESSION: 2022-23(SUMMER SEMESTER)			
B.Voc	Semester	5th	
Course name / Module	Marketing Management		
Course code	SES1502		
Date			
Name of the Student		Reg. No.	

INSTRUCTIONS

- Maximum Marks: **20**
- Duration of Examination: **01 Hour**
- Attempt all questions.

1. Section A (05 objective type questions, each question carries 01 mark)

05×1 = 05

- Which one of the following is not related to the core concepts of Marketing?
 - Need, demand, Want, Prospects, Product, Marketer, Transaction
 - Marketer, Want, Product, demand, Need, Transaction, Prospects
 - Transaction, Prospects, Product, Marketer, demand, utility, Need
 - None of the above
- The nature of consumer needs is-
 - Psychological only
 - Physiological only
 - Both Psychological & Physiological
 - Psychological, Physiological & Social
- While all products have a life cycle, many of the most successful ones are able to maintain-
 - The mature stage of the life cycle
 - The Growth stage of the life cycle
 - The Decline stage of the life cycle
 - The both growth & mature stage of the life cycle
- Marketing Mix nourishes an environment in the marketplace for-
 - Healthy competition
 - Understanding the new demand patterns
 - Improving the effectiveness of the Marketing System
 - None of the above
- Societal Marketing Concept is based on-
 - The Philosophy of Corporate Social Responsibility
 - The Philosophy of Customer Delight
 - The Philosophy of building up customer loyalty
 - None of the above

6. Section B (03 short answer type questions, each question carries 02 marks)

03×02 = 06

- Question-1 Illustrate the simple marketing System.
- Question-2 Briefly explain the Decline stage of Product Life Cycle.
- Question-3 Differentiate between production concept, product concept, selling concept & societal Concept.

7. Section C (03 long type questions, each question carries 03 marks)

03×03 = 09

- Question-1 Describe some of the product related decisions under the Marketing Mix framework.
- Question-2 Describe briefly the importance of marketing in Enterprise.
- Question-3 Illustrate with an example the 7P Model of marketing mix.

THEORY 1 st - IN-SEM EXAMINATION			
SESSION: 2022-23(SUMMER SEMESTER)			
B.Voc	Semester	5th	
Course name / Module	Legal & Taxation Aspects of Business		
Course code	SES1503		
Date			
Name of the Student			Reg. No.

INSTRUCTIONS

- Maximum Marks: **20**
- Duration of Examination: **01 Hour**
- Attempt all questions.

1. Section A (05 objective type questions, each question carries 01 mark)

05×1 = 05

- Which one of the following is an element of a contract?
 - Two Parties
 - Agreement
 - An obligation
 - All of the above
- Which one of the following statements is true?
 - All contracts are not necessarily agreements but all agreements are not contracts
 - All agreements are not contracts but all contracts are agreements
 - All contracts are agreements and all agreements are also contracts
 - None of the above
- Which one of the following is related to the Legal rules of Acceptance?
 - Acceptance must be given as per the mode prescribed by the offerer.
 - Acceptance must be given before the lapse of time or within reasonable time.
 - Acceptance must be unconditional.
 - All of the above
- An agreement which is not valid from the beginning is referred to as-
 - Voidable
 - Invalid Contract
 - Void-ab-initio
 - None of the above
- Which one of the following is related to the condition for a person to enter into contract?
 - The Person may be major or about to major
 - The Person must be mindful
 - The Person must not be disqualified by any other law
 - All of the above

2. Section B (03 short answer type questions, each question carries 02 marks)

03×02 = 06

- Question-1 Briefly explain the nature of Business Laws.
- Question-2 What is Bailment? What are the types of bailment?
- Question-3 What is the Principle of Caveat emptor?

3. Section C (03 long type questions, each question carries 03 marks)

03×03 = 09

- Question-1 What do you mean by Breach of contract? What are the remedies against Breach of contract?
- Question-2 What are the different Rights of the Consumers under the Consumer Protection Act 2019?
- Question-3 Briefly explain the Ways and Means of Consumer Protections in India.





THEORY 1 st - IN-SEM EXAMINATION		
SESSION: 2022-23(SUMMER SEMESTER)		
B.Voc	Semester	5 th Sem
Course name	Project formulation & Start-up	
Course code	SES1504	
Date		
Name of the Student		Reg. No.

INSTRUCTIONS

- Maximum Marks: **20**
- Duration of Examination: **01 Hour**
- Attempt all questions.

1. Section A (05 objective type questions, each question carries 01 mark)**05×1 = 05**

1. What does NOT distinguish a project from a programme?
 - a) Driven by deliverables
 - b) All benefits measurement included
 - c) Bounded and scoped deliverables
 - d) Finite start and finish
2. Project management will also be involved in making choices that require balancing in
 - a) Goals of the project
 - b) Goals of the firm
 - c) Goals of the resources
 - d) Both A and B
3. Project management is ideally suited for a business environment requiring all of the following except.
 - a) Innovation
 - b) Flexibility
 - c) Accountability
 - d) Repeatability
4. Which of the following is not part of the triple constraint of project management?
 - a) Meeting communications goal
 - b) Meeting scope goals
 - c) Meeting time goals
 - d) Meeting cost goals
5. The statement from a manager or engineer, "I learned something" is what:
 - a) Positive - it means Validated Learning
 - b) Good news - you just hit a Learning Milestone
 - c) Negative - It is frequently used to justify failure
 - d) Neutral- It means they only learned

2. Section B (03 short answer type questions, each question carries 02 marks). **03×02 = 06**

1. What do you mean by bankable project?
2. How do you write a project profile or summary?
3. What are the critical project success factors?

3. Section C (03 long type questions, each question carries 03 marks) **03×03 = 09**

1. Write a short note on project and its management?
2. Describe briefly about the project status report.
3. What are the phases involved in the Project Identification?

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 - The Person may be major or about to major
 - The Person must be mindful
 - The Person must not be disqualified by any other law**
 - All of the above

2. Section B (03 short answer type questions, each question carries 02 marks)	03×02 = 06
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Question-1 Briefly explain the nature of Business Laws.

Answer- The law is a set of rules, enforceable by the courts. The Constitution of India is the supreme law of India. Law is, at one and the same time, essentially authoritative and essentially ideal. Law necessarily comprises both a real or factual and an ideal or critical dimension.

Business law:- Business law encompasses all of the laws that dictate how to form and run a business. This includes all of the laws that govern how to start, buy, manage and close or sell any type of business. Business laws establish the rules that all businesses should follow. Characteristics of Business law-

- Defining general rules of commerce
- Protecting business ideas and business assets;
- Providing mechanisms that allow business people to determine how they will participate in business ventures and how much risk they will bear.
- Ensuring that losses are borne by those responsible for causing them.
- Facilitating planning by ensuring that commitments are honoured.

Question-2 What is Bailment? What are the types of bailment?

Answer- The term bailment refers to a legal relationship between two parties in common law, where assets or property are transferred from a bailor to a bailee. In this relationship, the bailor transfers physical possession of a piece of personal property to the bailee for a certain period of time but retains ownership. There are three different types of bailment, which benefit the bailor, bailee, or both.

According to Indian Contract Act, 1872, A 'bailment' is the delivery of goods by one person to another for some purpose, upon a contract that they shall, when the purpose is accomplished, be returned or otherwise disposed of according to the directions of the person delivering them. The person delivering the goods is called the 'bailor'. The person to whom they are delivered is called the 'bailee'. —A 'bailment' is the delivery of goods by one person to another for some purpose, upon a contract that they shall, when the purpose is accomplished, be returned or otherwise disposed of according to the directions of the person delivering them. The person delivering the goods is called the 'bailor'. The person to whom they are delivered is called the 'bailee'."

Question-3 What is the Principle of Caveat emptor?

Answer- The Latin phrase 'Caveat Emptor' means let the buyer beware. The principle of Caveat Emptor under the Sale of Goods Act talks about the onus of the buyer in ascertaining the risks in a contract. However, this does not free the seller completely from any responsibility.

According to this principle, the responsibility lies on the buyer of goods and he must perform due diligence before the purchase of the goods. It is expected from the buyer to be alert in a contract of sale. He cannot hold the seller responsible for inferior goods unless the contract is based on fraud. The Doctrine of Caveat Emptor is generally applicable in the case of property transactions but it can also be applied in the sale of goods and other services. Section 16 of the Sale of Goods Act, defines it as "there is no implied warranty or condition as to the quality or the fitness for any particular purpose of goods supplied under such a contract of sale".

Note: This principle has been overridden by the rule of caveat venditor to incorporate the changing conditions of modern trade and commerce. The revised principle states that when a buyer is satisfied as to the product's suitability, then he is left with no subsequent right to reject such product.

3. Section C (03 long type questions, each question carries 03 marks)	03×03 = 09
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Question-1 What do you mean by Breach of contract? What are the remedies against Breach of contract?

Answer- Breach of Contract: - A breach of contract is a violation of any of the agreed-upon terms and conditions of a binding contract. The breach could be anything from a late payment to a more serious violation, such as the failure to deliver a promised asset.

A contract is binding and will hold weight if taken to court. If it can be proved that a contract was breached, the remedy would generally be to give the victim what they were initially promised. A breach of contract is not considered a crime or even tort, and punitive damages are rarely awarded for failing to perform promised obligations.

Remedies against Breach of contract: - When a promise or agreement is broken by any of the parties we call it a breach of contract. So when either of the parties does not keep their end of the agreement or does not fulfill their obligation as per the terms of the contract, it is a breach of contract. Following are a few remedies for breach of contract available to the wronged party-

- 1] Rescission of Contract- When one of the parties to a contract does not fulfill his obligations, then the other party can rescind the contract and refuse the performance of his obligations.
- 2] Sue for Damages- Section 73 clearly states that the party who has suffered, since the other party has broken promises, can claim compensation for loss or damages caused to them in the normal course of business.
- 3] Sue for Specific Performance- This means the party in breach will actually have to carry out his duties according to the contract. In certain cases, the courts may insist that the party carry out the agreement.
- 4] Injunction- An injunction is basically like a decree for specific performance but for a negative contract. An injunction is a court order restraining a person from doing a particular act.
- 5] Quantum Meruit- Quantum meruit literally translates to "as much is earned". At times when one party of the contract is prevented from finishing his performance of the contract by the other party, he can claim quantum meruit.

Question-2 What are the different Rights of the Consumers under the Consumer Protection Act 2019?

Answer- Consumer is a person who consumes or uses any goods or services. However, a person who buys goods for resale (like wholesaler, retailer, etc.) or for any commercial purpose is not treated as consumer. Under the Consumer Protection Act 1986, the word Consumer has been defined separately for the purpose of goods and services.

Consumer Protection- Consumer protection means safeguarding the interest and rights of consumers. In other words, it refers to the measures adopted for the protection of consumers from unscrupulous and unethical malpractices by the business and to provide them speedy redressal of their grievances. Following are some of the need for Consumer Protection --

- Social Responsibility
- Increasing Awareness
- Consumer Satisfaction (trader should treat consumer as god)

- Principle of Social Justice
- Principle of Trusteeship
- Survival and Growth of Business

Consumer Protection Act 2019: - This is an Act to provide for protection of the interests of consumers and for the said purpose, to establish authorities for timely and effective administration and settlement of consumers' disputes and for matters connected therewith or incidental thereto. Consumer Protection Act, 2019 is a law to protect the interests of the consumers. This Act provides safety to consumers regarding defective products, dissatisfactory services, and unfair trade practices. The basic aim of the Consumer Protection Act, 2019 is to save the rights of the consumers by establishing authorities for timely and effective administration and settlement of consumers' disputes.

Rights of the Consumers under the Consumer Protection Act 2019: - Following are the Rights of the consumers available to the consumers under the Consumer Protection Act 2019-

- Consumers have the right to information on various aspects of goods and services. This could be information about the quantity, quality, purity, potency, price, and standard of goods or services.
- To be protected from hazardous goods and services. Right to protection against goods and services that can be dangerous to life and property.
- To be protected from unfair or restrictive trade practices.
- Consumers have the right to access a variety of goods and services at competitive prices.
- Consumers should have the right to redressal.

Question-3 Briefly explain the Ways and Means of Consumer Protections in India.

Answer- Consumer Protection is an Act to provide for protection of the interests of consumers and for the said purpose, to establish authorities for timely and effective administration and settlement of consumers' disputes and for matters connected therewith or incidental thereto. Consumer Protection Act, 2019 is a law to protect the interests of the consumers. This Act provides safety to consumers regarding defective products, dissatisfactory services, and unfair trade practices. The basic aim of the Consumer Protection Act, 2019 is to save the rights of the consumers by establishing authorities for timely and effective administration and settlement of consumers' disputes.

Ways and Means of Consumer Protections under the Consumer Protection Act 2019: - Following are the Ways and Means of Consumer Protections under the Consumer Protection Act 2019-

- Lok Adalat
- Public Interest Litigation
- Redressal Forums and Councils
- Awareness Programme
- Consumer Organisations
- Consumer Welfare Fund
- Legislative Measures

Consumer Organisations: Some of the important Consumer Organisations that have been playing an active role in taking up consumer cause are:

- CERC (Consumer Education and Research Centre), Ahmedabad
- VOICE (Voluntary Organization in the Interest of Consumer Education), New Delhi

- CGSI (Consumer Guidance Society of India), Mumbai
- CAG (Consumer Action Group), Chennai
- CUTS (Consumer Unity and Trust Society), Jaipur
- Common Cause, New Delhi
- Consumer Education Centre, Hyderabad
- Karnataka Consumer Service Society, Bangalore
- Kerala State Consumers Coordination Committee, Cochin

These Organisations are collecting data on different products and testing them, investigating into the problems of consumers, publishing and distributing brochures and journals, organizing consumer awareness Programmes, filing complaints, suits and writ petitions on behalf of the consumers, etc.

Legislative Measures to Consumer Protection: - A number of laws have been enacted in India to safeguard the interest of consumers and protect them from unscrupulous and unethical practices of the businessmen. Some of these Acts are as follows:

- Drug Control Act, 1950
- Agricultural Products (Grading and Marketing) Act, 1937
- Industries (Development and Regulation) Act, 1951
- Prevention of Food Adulteration Act, 1954
- Essential Commodities Act, 1955
- The Standards of Weights and Measures Act, 1956
- Monopolies and Restrictive Trade Practices Act, 1969
- Prevention of Black-marketing and Maintenance of Essential Supplies Act, 1980
- Bureau of Indian Standards Act, 1986

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B.Voc		Semester	5th
Course name / Module	Marketing Management		
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Date			
Name of the Student		Reg. No.	

INSTRUCTIONS

- Maximum Marks: **20**
- Duration of Examination: **01 Hour**
- Attempt all questions.

1. Section A (05 objective type questions, each question carries 01 mark)

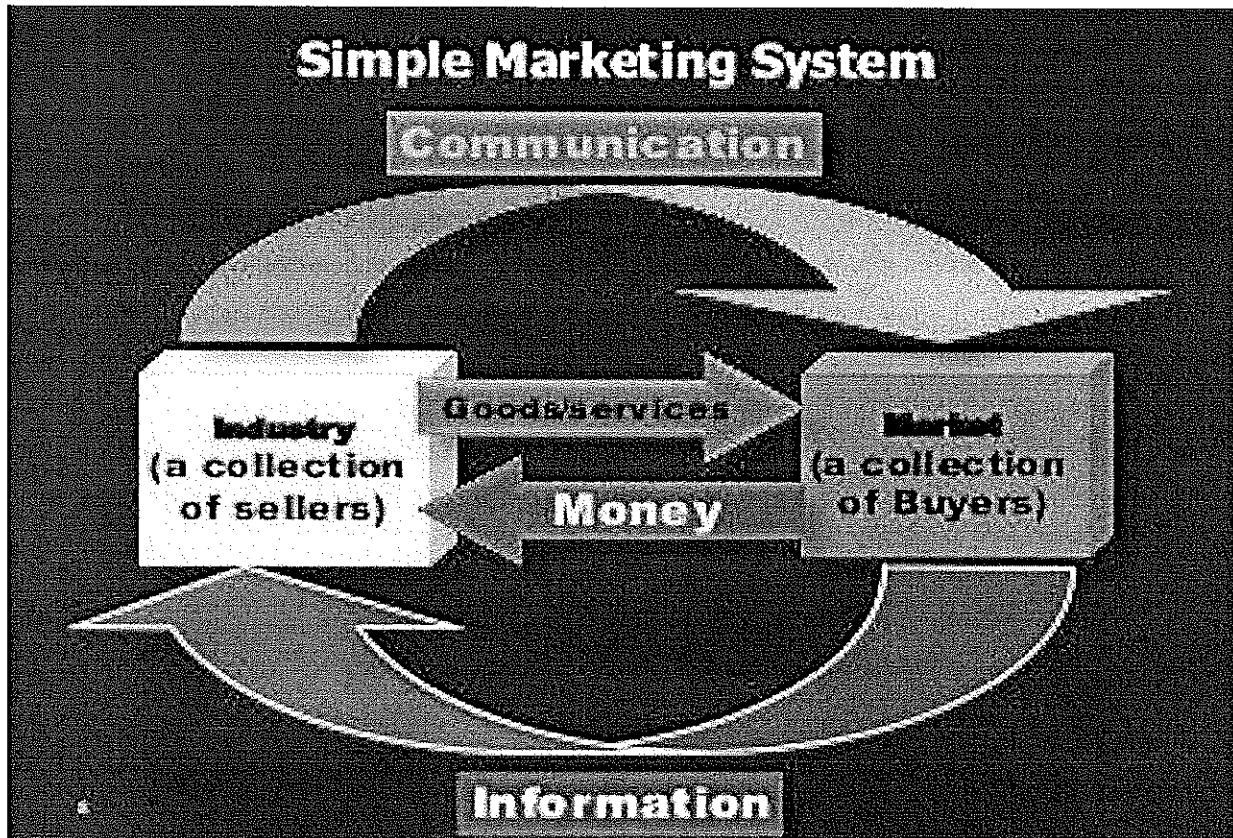
05×1 = 05

- Which one of the following is not related to the core concepts of Marketing?
 - Need, demand, Want, Prospects, Product, Marketer, Transaction
 - Marketer, Want, Product, demand, Need, Transaction, Prospects
 - Transaction, Prospects, Product, Marketer, demand, utility, Need
 - d) None of the above**
- The nature of consumer needs is-
 - Psychological only
 - Physiological only
 - c) Both Psychological & Physiological**
 - Psychological, Physiological & Social
- While all products have a life cycle, many of the most successful ones are able to maintain-
 - a) The mature stage of the life cycle**
 - The Growth stage of the life cycle
 - The Decline stage of the life cycle
 - The both growth & mature stage of the life cycle
- Marketing Mix nourishes an environment in the marketplace for-
 - Healthy competition
 - Understanding the new demand patterns
 - Improving the effectiveness of the Marketing System
 - d) None of the above**
- Societal Marketing Concept is based on-
 - The Philosophy of Corporate Social Responsibility
 - The Philosophy of Customer Delight
 - The Philosophy of building up customer loyalty
 - d) None of the above**

2. Section B (03 short answer type questions, each question carries 02 marks)	03×02 = 06
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Question-1 Illustrate the simple marketing System.

Answer- Marketing management is a business discipline which focuses on the practical application of marketing techniques and the management of a firm's marketing resources and activities. Within the framework of marketing management, a marketing system is a repeatable, predictable routine which any organization uses to carry out their day to day marketing or selling work. Marketing systems are employed by marketers for the purpose of replicating routines when communicating with clients or customers or marketing intermediaries, setting up social media campaigns, working with influencers etc. A simple marketing system is illustrated as under-



Question-2 Briefly explain the Decline stage of Product Life Cycle.

Answer- All products have a short term or long term life and new life cycle starts from when this life ended up. A product life cycle is the length of time from a product first being introduced to consumers until it is removed from the market. A product's life cycle is usually broken down into four stages; introduction, growth, maturity, and decline.

Decline stage of Product Life Cycle- Eventually, as competition continues to rise, with other companies seeking to emulate your success with additional product features or lower prices, so the life cycle will go into decline. Decline can also be caused by new innovations that supersede your existing product, such as horse-drawn carriages going out of fashion as the auto mobile took over.

Many companies will begin to move onto different ventures as market saturation means there is no longer any profit to be gained. Of course, some companies will survive the decline and may continue to offer the product

but production is likely to be on a smaller scale and prices and profit margins may become depressed. Consumers may also turn away from a product in favor of a new alternative, although this can be reversed in some instances with styles and fashions coming back into play to revive interest in an older product.

Question-3 Differentiate between production concept, product concept, selling concept and societal Concept.

Answer- In simple terms, marketing concepts relate to the philosophy a business use to identify and fulfil the needs of its customers, benefiting both the customer and the company.

Production concept: - The production concept is focused on operations. This is based on the assumption that customers will be more attracted to products that are readily available and can be purchased for less than competing products of the same kind. This concept came about as a result of the rise of early capitalism in the 1950s, at which time, companies were focused on efficiency in manufacturing to ensure maximum profits and scalability. This philosophy can be useful when a company markets in an industry experiencing tremendous growth, but it also carries a risk. Businesses that are overly focused on cheap production can easily lose touch with the needs of the customer and ultimately lose business despite its cheap and accessible goods.

Product concept: - The product concept is the opposite of the production concept in that it assumes that availability and price don't have a role in customer buying habits and that people generally prefer quality, innovation, and performance over low cost. Thus, this marketing strategy focuses on continuous product improvement and innovation. Working on this principle alone, however, a marketer could fail to attract those who are also motivated by availability and price.

Selling concept: - Marketing on the selling concept focuses on getting the consumer to the actual transaction without regard for the customer's needs or the product quality — a costly tactic. This concept frequently excludes customer satisfaction efforts and doesn't usually lead to repeat purchases. The selling concept is centred on the belief that you must convince a customer to buy a product through aggressive marketing of the benefits of the product or service because it isn't a necessity.

Societal Concept: - This concept is based on the welfare of the whole society because it questions the strategy of the marketing concept. What customers want, it doesn't mean that it would be good for them in the long term. What you want, and what is good for you and society as a whole, are two completely different things. The purpose and aim of the societal marketing concept is to make companies realize that they have a social and environmental responsibility, and that's much bigger than their short terms sales and profit goals. Companies should produce and operate towards a sustainable future for the whole society, companies are a part of the society and they should behave like one.

3. Section C (03 long type questions, each question carries 03 marks)	03×03 = 09
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Question-1 Describe some of the product related decisions under the Marketing Mix framework.

Answer- The marketing mix refers to the set of actions, or tactics, that a company uses to promote its brand or product in the market. The 4Ps make up a typical marketing mix - Price, Product, Promotion and Place. However, nowadays, the marketing mix increasingly includes several other Ps like Packaging, Positioning, People and even Politics as vital mix elements.

Product Related Decisions Under the Marketing Mix framework: - All products can be broadly classified into 3 main categories. These are: Tangible products, Intangible products and Services. Following are the important areas of decisions to be taken-

- Design Decisions- To identify how strong the design will be in the entire product mix and whether it will be a supplement to the features or will the features be designed around a unique design.

- Functionality is an important decision aspect of a product. Functionally, a Product must be able to perform its function as promised like fulfilling a specific need in the market.
- Branding is another important decision aspect of a product.
- Quality Decisions: The quality of the product needs is kept with the other elements of the marketing mix. A high price can be charged if the product has superior quality.
- Product Benefits & Features Decisions: The levels of product benefits are Core benefits, actual and augmented benefits. A product is created with these benefits and further What will be the final features of the product? Will they add to the perceived and actual benefits of the product? Here also, the company can charge a premium price for additional desirable benefits from features.
- USP Decision-A factor that is shown to be the basis of why one product is better than its competitors is called a unique selling proposition or a USP. This characteristic or set of characteristics helps solidify a company's market position and allows them to stand apart from competition.

Question-2 Describe briefly the importance of marketing in Enterprise.

Answer- Marketing refers to any actions a company takes to attract an audience to the company's product or services through high-quality messaging. Marketing aims to deliver standalone value for prospects and consumers through content, with the long-term goal of demonstrating product value, strengthening brand loyalty, and ultimately increasing sales. Marketing refers to activities a company undertakes to promote the buying or selling of a product or service. Marketing includes advertising, selling, and delivering products to consumers or other businesses.

Importance of marketing in Enterprise: - Marketing is an important function of business that helps in selling of goods and services and ultimately attaining profit. Importance of marketing lies in identifying consumer's needs and wants and delivering appropriate product and services to customers so as to maximize their satisfaction. Marketing is a very important aspect in business since it contributes greatly to the success of the organization. Production and distribution depend largely on marketing.

- Marketing is very beneficial for the transfer, exchange, and movement of goods. Marketing management today is the most important function in a commercial and business enterprise.
- Marketing techniques helps to create brand awareness for product.
- Marketing strategies boosts the sale and also help to reduce the cost of sales and distribution.
- Marketing strategies helps to build a strong reputation by identifying the best opportunities worth pursuing as well as the threats to be avoided.
- Marketing nourishes an environment in the marketplace for healthy completion, understand the new demand patterns and improves the effectiveness of the Marketing message to customers and partners.

Question-3 Illustrate with an example the 7P Model of marketing mix.

Answer- Marketing Mix: It refers to the thoughtfully designed blend of strategies and practices a company uses to drive business and successful product promotion. Following are the two approaches to the Marketing Mix Decisions-

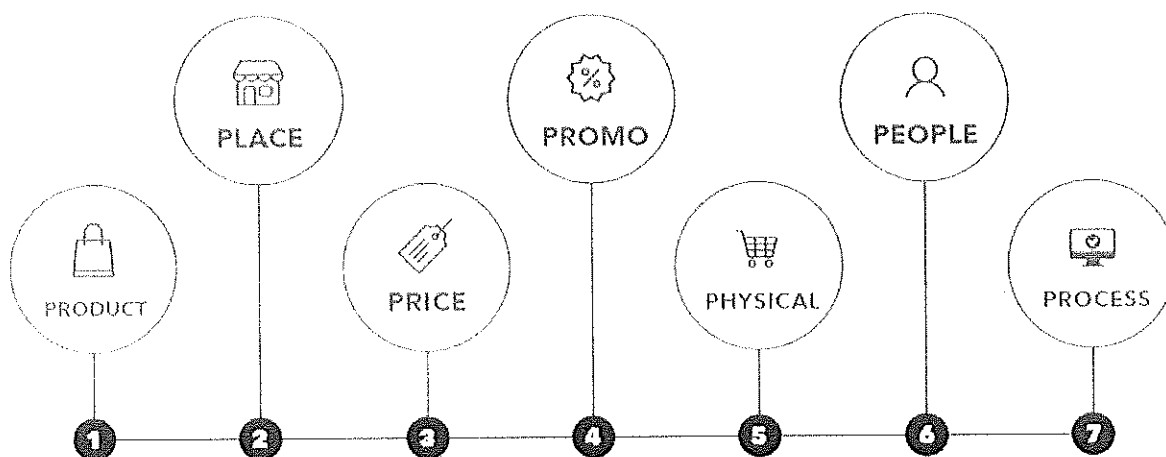
1. 4Ps Marketing Mix approach mainly for tangible, physical items

2. 7Ps Marketing Mix approach mainly for intangible Products (Services)

7P Model of marketing mix: - The 7Ps marketing model is a framework designed to help businesses build a complete marketing strategy, from start to finish. In theory, a new business should be able to use the 7Ps model to devise an entire marketing strategy from scratch. The name derives from the seven elements outlined in the 7Ps model, which all begin with the letter "P":

- Product
- Promotion
- Price
- Place
- People
- Process
- Physical evidence

The 7Ps model is an evolution upon the 4Ps model originally created during a time when the majority of businesses sold physical products. The 7Ps model was created to reflect the emergence of service-oriented businesses where "Product" can mean either prospects or services. The expanded model also increases the emphasis upon customer service, as a result of increased consumer power and competition in every industry.



A brief description of 7Ps is as under-

- Product: The product or service, including its features, unique selling points and the overall quality on offer.
- Promotion: The methods used to promote the product across multiple channels.
- Price: The long-term pricing strategy of the product in question, including sales, discounts & deals.
- Place: Where people find your product, learn about it and, ultimately, buy it.
- People: The people who come into contact with your target customers – both directly and indirectly.
- Process: Your methods for delivering the product to customers and providing the best possible experience.
- Physical evidence: Tangible items and experiences that tell customers your offer is real – for digital, this can include website visits, confirmation emails, testimonials, customer reviews and more.

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2. Section B (03 short answer type questions, each question carries 02 marks)

03×02 = 06

1. What do you mean by bankable project?

Ans: Project or proposal that has sufficient collateral, future cashflow, and high probability of success, to be acceptable to institutional lenders for financing. It is important to note that commercial banks and other commercial infrastructure debt providers do not make a project bankable. Rather, their task is to assess the bankability of an infrastructure project and, if found acceptable, provide the risk capital. They are concerned about the risk profiles of the project, and as such, the riskiness of their investment decisions.

Two approaches, complementary to each other, can play important role at this stage:

Project Preparation Facility (PPF): PPFs are used as a means of developing bankable, investment-ready projects. Under PPFs, technical and/or financial support is provided to project owners or concessionaire

Market Sounding: Through market sounding exercises, important feedback from the lender community can feed into the project preparation phase and shape the risk allocation matrix in a market-acceptable manner.

3. How do you write a project profile or summary?

Ans: Project profiling is the process of extracting a characterization from the known attributes of a project. The characterization will provide a more comprehensive understanding of the project that should result in developing an appropriate execution approach and the assignment of organizational resources. In different terms, project profiling is a process that summarizes what is known about the attributes of a project and places the project into a category with other projects that have similar characteristics. For example, you can characterize a project as a large project or a small project. The size of the project becomes the profiling attribute. You can characterize a project as domestic or global, and the location of the project becomes the profiling characteristic.

4. What are the critical project success factors?

Ans: In project management, there are lots of studies on success factors. Results vary depending on the participants, the size of the study, and the industry. Nevertheless, some recurring factors are evident that seem to play a crucial role, regardless of the context of a project.

- a) Experienced Project Managers & Professional Project Team Leaders
- b) Proper Planning
- c) Adhere to the Best Practices
- d) Effective Communication

5. Section C (03 long type questions, each question carries 03 marks)	03×03 = 09
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1. Write a short note on project and its management?

Ans: Project: A Project is a Temporary endeavor undertaken to create a unique product, service or result. This definition highlight five common characteristics of projects.

Temporary means:

- ⇒ A Project is a one-off event & not an ongoing operation. It has a definite beginning & a definite end.
- ⇒ A project is about the creation of something by a specific time. It has a limited and defined lifespan.

Unique means:

- ⇒ Projects are unique. A project is different in some way from other product or service.
- ⇒ Projects are about change. It can either be to make a change (to create something new) or to change the way of doing something.
- ⇒ Projects have well defined outcomes.

Project management: It is the application of processes, methods, skills, knowledge and experience to achieve specific project objectives according to the project acceptance criteria within agreed parameters. Project management has final deliverables that are constrained to a finite timescale and budget.

A key factor that distinguishes project management from just 'management' is that it has this final deliverable and a finite timespan, unlike management which is an ongoing process. Because of this a project professional needs a wide range of skills; often technical skills, and certainly people management skills and good business awareness.

Project management processes fall into five groups:

- Initiating
- Planning
- Executing
- Monitoring and Controlling
- Closing

2. Describe briefly about the project status report..

Ans: For a status report to be comprehensive, it must include the following elements:

Summary/Overall Health of the Project: At a glance, this portion of the status report must provide an overall idea of how the project is progressing without going into too much detail.

Facts on the Project Progress: The status report must contain full information on accomplishments, timelines, and most importantly, project milestones.

Target vs. Actual Accomplishments: It should present a comparison between what has actually been accomplished versus what was supposed to have been achieved at this point of the project.

Analysis: For any variances recorded and reported between the targets and actual accomplishments, an analysis of the impact on the project should be made and presented in the status report.

Action(s) Taken: What has been done to address the variances? It is important to give an account of how the team addressed the variances and other problems that came up during the period covered by the status report.

Risks and Issues: The report should contain all the problems and challenges that the team faced and what they did to address them.

Resources: The state of resource utilization must also be presented in the status report. It should show how these resources were used or consumed on a periodic basis.

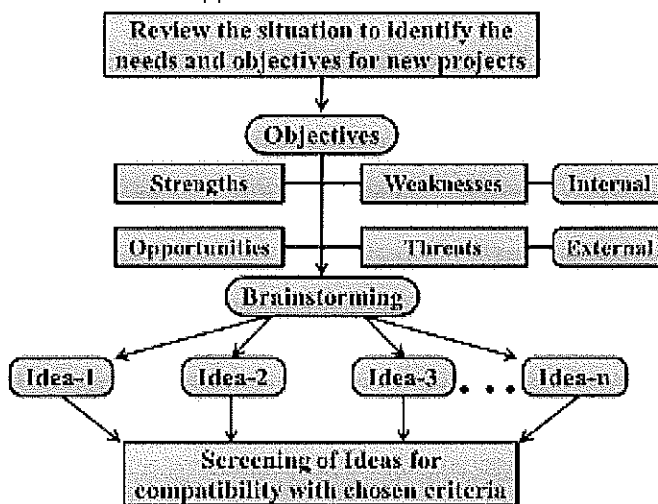
Budget: Just like the resources, it is also important to present the financial aspects of the project, most especially, the utilization of its budget.

Schedule: Indicate whether the project is operating within its expected timelines, and if it is not, provide reasons why.

3. What are the phases involved in the Project Identification?

Ans: Project identification is the initial phase of the project development cycle. It begins with the conceiving of ideas or intentions to set up a project. These ideas are then transformed into a project. The process of project identification ends with the formulation of a problem statement. The primary intention project identification step is to generate new ideas that could be considered worthwhile of implementation. The first step in project identification process is to identify the need or the objective that is prompting the search for the new project.

The scheme below outlined the major steps in the identification of new project ideas and their screening to produce a set of proposals for a detailed appraisal.



THEORY 1 st - IN-SEM EXAMINATION			
SESSION: 2022-23(SUMMER SEMESTER)			
B.Voc	Semester	5 th Sem	
Course name	Advanced Course In Entrepreneurship		
Course code	SES1501		
Date			
Name of the Student		Reg. No.	

INSTRUCTIONS
<ul style="list-style-type: none"> Maximum Marks: 20 Duration of Examination: 01 Hour Attempt all questions.

1. Section A (05 objective type questions, each question carries 01 mark)	05×1 = 05
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1. Which business function do experts agree, you should focus on first when preparing to start a business.	
a) Financing	b) Marketing vision
c) Operation	d) None of the above
2. Sharing economy can be defined as an economic model based on:	
a) B2B	b) B2C
c) C2C	d) P2P
3. Which is a function of E-commerce?	
a) Marketing	b) Advertising
c) Warehousing	d) All of the above
4. _____ deals with the specification of the actual good or service and how it relates to the target customer.	
a) Product aspect	b) Promotion aspect
c) Price aspect	d) Place aspect
5. What constitutes an online marketplace?	
a) A message board for consumers to connect with each other.	
b) An e-commerce platform on a brand's website.	
c) A website that has just one vendor.	
d) A website where third-party sellers connect with consumers.	

2. Section B (03 short answer type questions, each question carries 02 marks)	03×02 = 06
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6. What do you mean by enterprise growth?

Ans: Enterprise growth is the process of improving some measure of an enterprise's success. It can be achieved either by boosting the top line or revenue of the enterprise with greater product sales or service income, or by increasing the bottom line or profitability of the operation by minimizing costs. At the enterprise growth stage enterprise reaches the point for expansion and seeks additional options to generate more profit. It is a function of the business lifecycle, industry growth trends, and the owners desire for equity value creation.

7. How does the sharing economy work?

Ans: The sharing economy (also referred to as the peer-to-peer economy, mesh economy, collaborative economy, and collaborative consumption) is a socioeconomic system built around the sharing of human, financial, and physical capital. It includes the shared production, distribution, and consumption of goods and services by different people and organizations. These systems coordinate the sharing of excess capacity in goods and services by connecting those with excess capacity to those with need. According to "The Mobile Revolution: How Mobile Technologies Drive a Trillion-Dollar Impact," mobile technologies accounted for \$3.3 trillion of revenues in 2014 (Julio Bezerra et al., BCG Perspectives, Jan. 15, 2015, <http://on.bcg.com/1RVrrDu>). Examples of well-known sharing economy companies include Uber (taxi service), Airbnb (accommodations), and JustPark (parking spaces).

8. What is the Business Model Canvas (BMC)?

Ans: Business Model Canvas is a strategic management and lean startup template for developing new or documenting existing business models. It is a visual chart with elements describing a firm's or product's value proposition, infrastructure, customers, and finances. It assists firms in aligning their activities by illustrating potential trade-offs.

The Business Model Canvas was initially proposed by Alexander Osterwalder based on his earlier work on business model ontology. Since the release of Osterwalder's work around 2008, new canvases for specific niches have appeared.

3. Section C (03 long type questions, each question carries 03 marks)
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03×03 = 09

9. What does it mean to pivot in entrepreneurship? When to pivot, and how to pivot effectively?

Ans: While pivoting in the startup world means to shift to a new strategy, it is often believed to entail drastically changing the whole company. But this is not always the case. Oftentimes, a company only has one important problem that needs to be addressed, and only requires one aspect of the company to be changed. Below are some examples of pivoting that you might not have guessed are considered a "pivot":

- Turning one feature of a product into the product itself, resulting in a simpler, more streamlined offering.
- The opposite of the previous point is also considered a pivot, in which one product is turned into a feature of a larger suite of features as part of another product.
- Focusing on a different set of customers by positioning a company into a new market or vertical.
- Changing a platform, say, from an app to software or vice versa.
- Employing a new revenue model to increase monetization. For example, a company might find that an ad-based revenue model may be more profitable than freemium.
- Using different technology to build a product, often to cut down on manufacturing costs or create a more reliable product.

Because so many companies have pivoted and experienced massive success as a result, it's easy for naive founders to believe that pivoting is a magic pill that can cure any problem. In truth, however, pivoting should only be considered when absolutely necessary, and when all other options have been exhausted. To make sure you don't make a rash decision with your company, below are some signs to help you identify when pivoting makes the most sense:

- Your Company is Always Playing Catch-Up
- There's Too Much Competition
- Your Company Has Hit a Plateau
- One Thing Gets the Most Traction
- There's Limited Response from Your Marketplace
- Your Perspective Has Changed

Once you've decided to pivot your company, you must take into account the numerous factors that entail a successful pivot. Here are some tips to help ensure that you reduce the risks associated with pivoting and increase your chances of a lucrative outcome:

- Do it as soon as you can
- Pick new goals that align with your vision
- Don't scrap that work you've already done
- Listen to your customers
- Make sure your pivot presents opportunities for growth

10. What is a marketplace? Outline at least 3 key features of online marketplaces.

Ans: A marketplace is a platform where vendors can come together to sell their products or services to a curated customer base. The role of a marketplace owner is to bring together the right vendors and the right customers to drive sales through an exceptional multi-vendor platform - sellers have a place to gain visibility and sell their products, and the marketplace owner earns a commission from each sale.

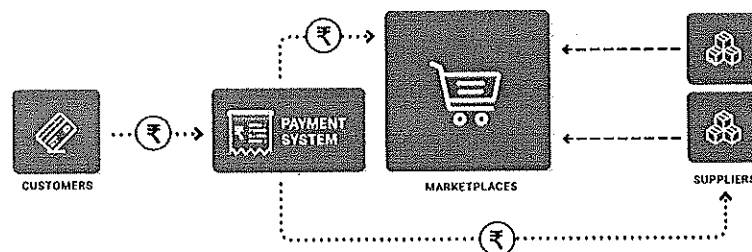


Figure: Schematic representation of marketplace model

To help businesses decide which model suits them best, we have taken a deep dive into some of the features of marketplaces that make them different from online stores, and that make them attractive for digital entrepreneurs and these are:

No Inventory: Marketplaces are large businesses that deal with many vendors, that provide their catalogue, and typically carry much more inventory than online stores. The catalogue offered in marketplaces is held by external vendors so the investment in stock management is non-existing (hybrid marketplaces apart). As a result, marketplace owners only need to make sure that their vendors are adhering to quality regulations and guidelines.

More Customer Satisfaction: When operating an online store, there is so much to think about: inventory management, site management, customer service, marketing, sales, social media, content and so much more. In contrast, when running a marketplace, the main focus is simply to offer the best platform for the users: marketplace vendors, and the customers they sell to. In particular, for entrepreneurs that leverage a state-

of-the-art marketplace SaaS solution to take care of the technology side of the marketplace, there is a whole lot less on their plate. This means they can truly focus on adding value for their users and optimising the marketplace to best meet their needs.

A Lean, Scalable Business Model: Marketplaces offer their owners surprisingly lean, scalable business models. Some of the world's biggest companies make great examples. Uber, for example, do not own their cars. Airbnb do not own the apartments, and Amazon do not own most of the goods and services they sell. While marketplaces need to sell a higher amount of goods, or services, to break even, the fact that focus is on the platform, and reaching consumers, means that economies of scale are easier to achieve.

11. What are the common challenges faced by the enterprise during growth phase?

Ans: Growing businesses face a range of challenges. As a business grows, different problems and opportunities demand different solutions - what worked a year ago might now be not the best approach.

Particular risks and mistakes that most commonly affect growing businesses are as follows:

Keeping up with the market: Market research isn't something you do as a one-off when you launch your business. Business conditions change continually, so your market research should be continuous as well.

Planning ahead: The plan that made sense for you a year ago isn't necessarily right for you now. Market conditions continually change, so you need to revisit and update your business plan regularly. As your business grows, your strategy needs to evolve to suit your changed circumstances.

Cash flow and financial management: Good cash flow control is important for any business. For a growing business, it's crucial - cash constraints can be the biggest factor limiting growth and overtrading can be fatal.

Problem solving: New businesses often run in perpetual crisis mode. Every day brings new challenges that urgently need resolving and management spends most of their time troubleshooting.

Skills and attitudes: Entrepreneurs are the driving force behind creating and growing new businesses. All too often, they are also the people holding them back. The abilities that can help you launch a business are not the same as those you need to help it grow.

Welcoming change: Complacency can be a major threat to a growing business. Assuming that you will continue to be successful simply because you have been in the past is very unwise. Regularly revisiting and updating your business plan can help remind you of the changing market conditions and the need to respond to them.



School of Computing Skills

Session: 2022-23 (Summer Semester)

B. Voc. Program

1st In - Sem. Examination

Course Code: ITN1113

Course Name: Robotics OE

Time: 1 Hour

Max. Marks: 20

Section A

Ans. 1. The links (the sections between the joints) are moved into their desired position by the drive. Typically, a drive is powered by pneumatic or hydraulic pressure, or electricity.

Ans. 2. The end-effector could be thought of as the "hand" on the end of the robotic arm. There are many possible end-effectors including a gripper, a vacuum pump, tweezers, scalpel, blowtorch, welder, spray gun, or just about anything that helps it do its job. Some robots can change end-effectors, and be reprogrammed for a different set of tasks.

Ans. 3. They are used to sense and indicate the presence of an object within a specified distance without any physical contact. This helps prevent accidents and damage to the robot.

- infra red sensors
- acoustic sensors
- touch sensors
- force sensors
- tactile sensors for more accurate data on the position

Ans. 4. They are used to estimate the speed with which a manipulator is moved. The velocity is an important part of the dynamic performance of the manipulator. The DC tachometer is one of the most commonly used devices for feedback of velocity information. The tachometer, which is essentially a DC generator, provides an output voltage proportional to the angular velocity of the armature. This information is fed back to the controls for proper regulation of the motion.

Section B

Ans.1 . Practical Question

