



INDIAN INSTITUTE OF TECHNOLOGY KHARAGPUR

Mid-Spring Semester Examination 2024-25

Date of Examination: _____ Session: (FN/AN) _____ Duration: 2 Hrs Full Marks: 30
 Subject No. : EP61204 Subject : TECHNOPRENEURIAL MARKETING
 Department/Center/School: Rajendra Mishra School of Engineering Entrepreneurship
 Specific charts, graph paper, log book etc., required _____
 Special Instructions (if any) : _____

- 1A ✓ Discuss the various demand forecasting techniques used in Agribusiness along with equations 8
- 1B ✓ Discuss the role of the smoothing constant on forecast accuracy 1
- 1C ✓ Write in short about the limitations in moving average methods 1
- 2 Read the statement carefully and answer the following questions:
- “The adoption of plant based meat products is limited in rural areas due to lack of awareness, high cost and perceived taste differences. This market research aims to explore consumer perceptions, barriers for adoptions and the potential market for plant based meat in rural regions”
- 2A ✓ Based on the above statement, Frame the research objectives, design hypothesis, develop research instrument using different scales for the above market research following survey method. 6
- 2B ✓ Write in details about the validation process of Research Instruments used for survey method 4
- 3 A ✓ Explain the different sampling techniques with suitable examples. Derive and explain the formula for sample size calculation when estimating Proportions 8
- 3B ✓ How does the confidence level and error margin influence the sample size? 2