



# INDIAN INSTITUTE OF TECHNOLOGY KHARAGPUR

## End Sem SPRING Semester Examination 2024-25

Date of Examination: 25.04.2025 Duration: 3 hrs. Full Marks: 50 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) :

- 01 Explain in detail the key steps involved in the common -sense segmentation process. 10
  - 02 How can a company differentiate its product from competitors in the market? 7
  - 03 A Discuss in detail under what market condition should a company use penetration pricing strategy and the price skimming strategy. Provide real-world examples of companies that have successfully used these strategies. 3
  - 03B What factors should a company consider when setting the price of a product? 10
  - 04 What are the common causes of channel conflict, and how can they be resolved? Short Note: Private-label brand 7+3
  - 05 How do companies determine the right communication mix for their target audience? 5+3+2
- How can companies measure the effectiveness of their communication mix?
- Write the difference between the Hierarchy-of-effects model and Innovation Adoption Model