

**ADITYA INSTITUTE OF TECHNOLOGY AND MANAGEMENT, TEKKALI  
(AUTONOMOUS)**

**II MBA IV Semester Regular Examinations, August-2021**

**MARKETING FOR SMALL BUSINESS**

**Time: 3 Hrs**

**Max. Marks: 60**

**Answer any Five questions  
All questions carry EQUAL marks  
Question No. 8 is Compulsory**

1. Why is it not advisable to target an entire market with a new product offering by a small business?
2. What is positioning and why is it probably the most important aspect of marketing of small business?
3. What trends should marketers for a small business watch for?
4. Describe several ways a marketer for small business may set a price for its product and services.
5. Describe possible growth strategies for small business retailers.
6. What are the media strategies when running advertising promotional campaigns of a small business?
7. How do marketers of a small business segment a market?
8. **CASE STUDY:**

**New Venture into Small Business**

You have just completed your MBA degree and wish to start a new business. You along with your three friends have managed to arrange a small capital of 20 lacs. Exercise your marketing brain and draft a marketing plan for the product or service of a small business you wish to bring to the marketplace.

Q.8 (a). What do you think your customers want, and who are they (STP)?

Q.8 (b). How will you put together a superior offering (4Ps)? Be sure all the Ps are integrated and internally consistent in your marketing plan.