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Code: 19MBA4012

SET-I

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

II MBA IV Semester Regular & Supplementary Examinations, July-2022

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. Identify various internal and external marketing environment of small business ventures with suitable examples. 12M
2. Describe a SWOT analysis and explain why it is a useful tool in marketing for small business. 12M
3. Discuss the pricing issues that concern marketers of a small business. 12M
4. Define STP and explain how it influences the marketing process of a small business. 12M
5. What marketing goals are sought from advertising campaigns of a small business? 12M
6. Why is Marketing Important for a small business? 12M
7. Discuss government policies and schemes of small scale industries and backward areas and regions- Make in India in the light of present Covid-19 pandemic situation. 12M
8. **CASE STUDY:** 12M

PRS's "Pulmetto" PULSE OXIMETER

PRS was a small business enterprise but an early pioneer of pulse oximeter and prominent in the market space (in terms of local market share in southern India) with its core product, the Pulmetto.

Because this product category was entirely new to the market, PRS had to internally develop the production and distribution sides of the business, and today is both a manufacturer of Pulse Oximeter and a distributor of its product Pulmetto.

Recently, however, due to Covid-19 Pandemic the device maker's performance has taken a huge growth as a result of high sales and low inventory problems. But new large entrants are entering both the equipment production and distribution sides of its business with their huge promotional budget and well laid distribution channels putting further pressure on margins.

PRS Management is currently considering its options, including the break-up of PRS into two separate, independent enterprises - one devoted to production, the other distribution.

Q (a). What primary business strategy issues does PRS face?

Q (b). What primary marketing issues does PRS face?