



Department of Computer Science & Engineering
University of Asia Pacific (UAP)

Class Test

Fall 2021

Section – B

Course Code: BUS 401

Course Title: Business and Entrepreneurship

Credits: 3.00

Full Marks: 20

Duration: 40 min (including uploading time)

- 1. Every good marketing strategy must include the marketing mix. So, what marketing methods and marketing mix should you employ to kickstart your project-related product?**
- 2. What are the differences between a traditional marketing strategy and a modern marketing strategy? For any Bangladeshi product, create an inbound funnel marketing model.**