

ENTREPRENEURSHIP –CLASS 12
UNIT–3: ENTERPRISE MARKETING

What is the goal of business?

What is goal setting? Why is goal setting important?

What are the rules for setting the right business goals?

What are SMART goals?

What does the Marketing strategy of a company include?

Define Marketing mix.

Discuss the relevance of Product/service in the marketing mix.

Explain the importance of branding introduction in branding?

Briefly explain the crucial aspects that determine the credibility of goods and services in the market.

What are the components of branding?

How do quality products differ from other products in terms of their branding?

What is meant by brand management strategies? Why is it important to brand a product?

What are Logos and tag lines? In what way does it help an enterprise?

Define Intellectual Property. Explain some important Intellectual Property rights.

**Define Price. What are the different types of marketing strategies available to an entrepreneur?
Discuss with advantages and disadvantages.**

Name the three types of flows in the channels of distribution.

Explain the different types of channels of distributions that are used by businesses to ensure the delivery of goods and services to the consumers.

What are the factors that must be considered while selecting the most appropriate channel of distribution?

What is meant by „Place Mix“the marketing mix?

What is meant by „Sales Strategy“the marketing mix?

What is the significance of planning in a sales strategy?

What are the different types of sales strategies that an entrepreneur can employ as part of the promotion mix?

What is the relevance of „Product Placement” or “Product Positioning” in sales strategy adopted by entrepreneurs?

Explain the marketing functions performed in a sales strategy?

What are the other considerations that must be kept in mind while planning a sales strategy?

Define promotion strategy in the marketing mix.

Distinguish between „Above the line“and „below the line“strategies of promotion.

Define Advertising. What objectives are realised in a promotion mix?

What are the rules of drafting a good advertising plan?

Explain the AIDA model of Advertising.

What are personal selling efforts in promotion mix? State the role of a salesman in personal selling?

What are the different ways by which sales promotion activities can be done as part of marketing?

Define Public Relations. How does it help in Promotion of business?

Who are stakeholders?

Name the main public relation tools used in public relations?

Define Negotiation. Having good negotiation skills help a business contributes to business success. Elaborate on the given statement.

Explain the different negotiation strategies that a business can use for effective negotiations.

What is meant by „Customer relations“? How does it help a business?

How does the use of technology help in promoting CRM for a business?

What are the long term benefits in maintaining high levels of CRM?

What is meant by Employee management?

Explain the factors which lead to effective employee relationship within an organisation.

Define Vendor management. How is it ensured that a good vendor entrepreneur relationship is maintained?

„Quality has a price“. Ensuring high standards of quality is essential for customer retention. Briefly discuss the impact of quality on customer satisfaction.

What is business failure?

List and explain the most common reasons that lead to business failure.