

GUJARAT TECHNOLOGICAL UNIVERSITY
MBA SEMESTER- IV - EXAMINATION-SUMMER-2024

Subject Code: 4549262

Date: 29/04/2024

Subject Name: New Venture Creation

Time: 10:30 AM TO 01:30 PM

Total Marks: 70

Instructions:

- 1. Attempt all questions.**
- 2. Make suitable assumptions wherever necessary.**
- 3. Figures to the right indicate full marks.**
- 4. Use of simple calculators and non-programmable scientific calculators are permitted.**

Q.1 Definitions / terms / explanations / short questions based on concepts of theory/practical **14**

- a) Define New Ventures Typologies
- b) What is SWOT analysis?
- c) What is Demographic Market segmentation
- d) What is product or services inadequacies
- e) Explain Value Proposition
- f) Define Guerilla Marketing
- g) Differentiate among PR Vs Publicity Vs Advertisement?

Q.2 (a) Explain the difference between Business Plan and Business Model , Also state components of Business Plan with an example of preparing it for branded Saloon Business in your city. **07**

(b) Explain SMART Performance matrix with suitable example from services business. **07**

OR

(b) Differentiate between Leadership and Entrepreneurial Leadership with suitable example. State characteristics and traits of both. **07**

Q.3 (a) What is CRM and how CRM is important for any business leaders? **07**

(b) What is sustainable entrepreneurship? State various examples of sustainable entrepreneurship. **07**

OR

Q.3 (a) Explain Niche and internet business model and their mechanism of revenue generation with examples. **07**

(b) What role "Mission" statement plays in building firms competitive strengths ? How that helps in value proposition ? **07**

Q.4 (a) What do we mean by Break Even Point in Business ? How that is to be forecast while preparing a business plan ? **07**

(b) Differentiate between diversification and acquisition with examples and also state their roles in firms growth and expansion. **07**

OR

Q.4 (a) How organizational culture plays a role in new ventures? How leadership and management can shape a healthy organizational culture. **07**

(b) What is distribution network? Explain various levels of Channels with their suitability with examples. **07**

Q.5 Case Study of a Tea Company :

Research Idea is a leading Business Consulting company and today, we want to share a case study for a tea company we helped gain thousands of visitors and generate substantial revenue from blog posts alone.

Client Overview

The client had an existing website and online store for their tea company with some posts in its blog section. However, these blog posts were few, inconsistent, and not optimized for SEO or keywords. There was a significant lack of research, both in terms of topics, target audience, and content itself.

On the other hand, their products were top-quality, and the client's tea company was well-respected in the tea industry. However, the few blog posts they had lacked keywords and were not strategic. These posts did not help the tea brand expand its reach, increase its online presence, or improve its revenue.

Here, Refresh Ideas stepped in to help them achieve their blog goals and exceed expectations.

Challenges

We first analyzed the client's tea brand, website, online footprint, and existing blog posts. This step led us to identify many challenges preventing the client from expanding their reach and growing their brand and business online.

Not Enough Content

The tea company's website only had a handful of blog posts that were not good in terms of meaningful content, topic research, keywords, SEO, etc.

Niche Topic

The tea company had not identified a niche for its blog posts to capture a target audience. Their blog topics were general, wide-ranging, and scattered. As a result, they were not targeting the right audiences with the existing blog posts they had.

High Competition

The online tea blog space has much competition from skilled content creators and digital marketers. The lack of engaging material in the blog posts made it difficult for our client's tea company to stand out and compete with online blog content from other marketers and creators.

Understanding the challenges We focused to Built our Strategy as under.

Our strategy for this tea company and their blog posts was to overcome the mentioned challenges. We also planned to provide optimized, meaningful blog content with targeted, relevant keywords and topics relatable to the target audiences. These posts would also be easily shareable.

High-Intent Keyword Research

Our first step was to conduct thorough high-intent keyword research for the tea company. We identified the target keywords that were most relevant to their company, products, and target audience.

Good Topic Research

Our next move was to identify the topics with which the target audience would connect. We considered the target audience's pain points and strategized topic research to narrow niche topics for the client's brand and target audience, particularly those niche topics that competitors had overlooked.

Writing Quality and Engaging Content

Once we had researched and identified the keywords and niche topics, we went straight to work and produced quality, engaging, evergreen content for the tea company's target audience. We made sure to utilize quality writers, extensive research, and engaging content that would increase traffic and build trust among audiences.

SEO for Blogs

Without proper search engine optimization (SEO), search engines cannot find, understand, or relay blogs to their users. So, we optimized each blog post for search engines using the best white-hat SEO practices.

Content Sharing Using Email and Social Channels

We made sure that each blog post could be shared easily and that the content was meaningful enough for readers to want to share it with others. We also used the blog content for the tea company's email marketing and social media marketing efforts across all channels.

Results :

After implementing the improvements, the tea company experienced significant improvements from our blog and strategic content marketing efforts. The results speak for themselves. The tea company gained 104k visitors on their website, including 93k new users, and generated revenue from blog posts alone.

The tea company's blog posts are helping them gain audience engagement, generating targeted visitors and revenue, and making the tea brand rank top for many niche topics and relevant keywords.

- (a) What are the various issues and challenges Tea company is facing? **07**
- (b) Post analysis what various strategies M/s Research Idea suggested? **07**

OR

- Q.5**
- (a) Critically evaluate role of social media and Internet technology adoption and marketing model in above case **07**
 - (b) Discuss the various key measures a solution model in the above case and also the results achieved. **07**
