

## **MCL 759 – Minor 1 Exam**

**Time: 60 minutes**

**Total Marks: 20**

1. What is customer persona. Why it is important? [1]  
Explain a real persona for your offering within the asked points.
  - a. How he/she thinks (The problem scenario from his/her point of view)? [1]
  - b. How does he/she feel about the problem? [1]
  - c. What he/she currently does (the alternative he/she uses)? [1]
  - d. List down the assumptions you need to test with your personas. [1]
2.
  - a. Why do you think you are better and believable? [1]
  - b. Why your customers should care about your offering/s. [1]
3. Plot your customer journey through AIDA (Attention-Interest-Desire-Action) chart. [5]
4. What is the process of formalising an MVP. Draw your MVP paper prototype (only drawing is allowed). How will you validate your MVP? [5]
5. List down the partners and key resources, you would require for your startup business idea and map it with the key activities. (Only Table format is allowed) [2]