International Institute of Information Technology, Hyderabad

(Deemed to be University)

Business Fundamentals – 1 Monsoon 2024 - End Course Exam

Question Booklet

Max. Time: Take Home Max Marks: 50

Roll No. Program: M.Tech. (PDM)

Invigilator’s Signature:

Special Instructions:

1. This is a take home examination, and all questions are compulsory
2. In case of any doubt, please answer making appropriate assumptions
3. There are 5 questions with each question carrying 10 marks
4. Perform Porter’s analysis of the electric vehicles two-wheeler industry (preferably a visual depiction)
5. You’re the Head of Product Innovation for a large healthcare software provider. Write down the pitch you’d make to the CIO of a large private-sector hospital chain in the country. Outline why, what and how parts of the product sales pitch. (Maximum 3 paragraphs)
6. You’re project in-charge of Mumbai Metro-3. The project started 8 year back and you made great progress but then the government changed and project came to halt. Fast forward another 2 years and the project has re-started. What leadership style(s) will you adopt to get the project completed?
7. You’re in-charge of building a software for NITI Ayog’s “Aspirational Districts Program”. This software is to be used by the District Collectors, Staff and Citizens. What would be your approach towards identifying the MVP and features that go into it? What are the key stakeholders and use cases you’d put on to the software. (Maximum 3 paragraphs)
8. You’re leading the Jio Things team and in-charge of growing Jio’s Internet of Things business. What would be your strategy?