

Enrollment No.....



Faculty of Engineering
End Sem (Odd) Examination Dec-2022
OE00084

Startup Creation Through Experiential Learning

Programme: B.Tech.

Branch/Specialisation: All

Duration: 3 Hrs.**Maximum Marks: 60**

Note: All questions are compulsory. Internal choices, if any, are indicated. Answers of Q.1 (MCQs) should be written in full instead of only a, b, c or d.

- Q.1 i. In the context of product development, an opportunity is- **1**
 (a) A financial revenue for a product
 (b) A market for a new product
 (c) An idea for a new product
 (d) None of these
- ii. Opportunity Identification is a/an _____ process compared to the rest **1**
 of the product development process.
 (a) Inexpensive (b) Expensive
 (c) Equally expensive (d) Lengthy and difficult
- iii. What is the main reason for analysing competitors? **1**
 (a) It may be a source of good ideas
 (b) So that the organisation is aware of who its competitors are
 (c) To enable the organization to develop sustainable competitive advantages against them
 (d) To understand better what they are doing
- iv. Which feature of a competitive advantage is considered most **1**
 desirable?
 (a) Sustainability (b) Imitability
 (c) Differentiation (d) Uniqueness
- v. Which of the following is not a key element of the business model. **1**
 (a) Competitive advantage (b) Market strategy
 (c) Universal standards (d) Value Proposition
- vi. A prototyping model starts with _____ analysis. **1**
 (a) Data (b) Requirement
 (c) Dummy system (d) None of these

[2]

- vii. How many types of pillars do we have in digital marketing? **1**
 (a) 1 (b) 2 (c) 3 (d) 4
- viii. Pricing strategies include- **1**
 (a) Predatory pricing (b) Price Fixing
 (c) Deceptive pricing (d) All of these
- ix. Venture capital is concerned with- **1**
 (a) New project having potential for higher profit
 (b) New project of high technology
 (c) New project having high risk
 (d) All of these
- x. Productivity can be increased by **1**
 (a) By increasing the output from the same input
 (b) By reducing the input for the same output
 (c) Both (a) and (b)
 (d) None of these
- Q.2 i. How do you identify a problem and opportunity? **2**
 ii. What is opportunity identification process? **3**
 iii. What are the different types of markets? Explain each type in brief. **5**
- OR iv. Explain the market positioning. Also explain the types of market positioning. **5**
- Q.3 i. Define value proposition. **2**
 ii. What is meant by competitor analysis? Why is it important to do competitor analysis? **8**
- OR iii. What is a sustainable differentiation? Also explain the differentiation strategies. **8**
- Q.4 i. Explain business model and its importance. **3**
 ii. How to design a business model? Also explain types of business models. **7**
- OR iii. Define minimum viable product. What is the purpose of building a minimum viable product? **7**
- Q.5 i. Explain how pricing strategy affect business success. **4**
 ii. What are the factors affecting pricing strategy? **6**
- OR iii. How do you create a digital marketing plan? **6**

[3]

- Q.6 Attempt any two:
- i. Define productivity. What factors enhance productivity? **5**
- ii. Explain the process improvement. What are the steps of process improvement? **5**
- iii. Explain the start-up life cycle. **5**

Marking Scheme OE00084

Q.1	i)	In the context of product development, an opportunity is: an idea for a new product	1
	ii)	Opportunity Identification is a (n) _____ process compared to the rest of the product development process. Lengthy and difficult	1
	iii)	What is the main reason for analysing competitors? To enable the organization to develop sustainable competitive advantages against them	1
	iv)	Which feature of a competitive advantage is considered most desirable? a) Sustainability	1
	v)	Which of the following is not a key element of the business model. Universal standards	1
	vi)	A prototyping model starts with _____ analysis. Requirement	1
	vii)	How many types of pillars do we have in digital marketing? 2	1
	viii)	Pricing strategies include All the above	1
	ix)	Venture capital is concerned with: New project having potential for higher profit	1
	x)	Productivity can be increased by Both (A) and (B)	1
Q.2	i.	How do you identify a problem and opportunity?	1-1
	ii.	What is opportunity identification process?	3
	iii.	What are the different types of markets? Explain each type in brief.	2-3
OR	iv.	Explain the market positioning? Also explain the types of market positioning?	2-3
Q.3	i.	Define Value Proposition?	2
	ii.	What is meant by competitor analysis? Why is it important to do	4-4

		competitor analysis?	
OR	iii.	What is a sustainable differentiation? Also explain the differentiation strategies?	4-4
Q.4	i.	Explain business model and its importance.	3
	ii.	How to design a business model? Also explain types of business models.	3-4
OR	iii.	Define minimum viable product? What is the purpose of building a minimum viable product?	3-4
Q.5	i.	Explain how pricing strategy affect business success?	4
	ii.	What are the factors affecting pricing strategy?	6
OR	iii.	How do you create a digital marketing plan?	6
Q.6		Attempt any two:	
	i.	Define productivity. What factors enhance productivity?	2-3
	ii.	Explain the process improvement? What are the steps of process improvement?	2-3
	iii.	Explain the start up life cycle?	5