

Total No. of Questions: 6

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Enrollment No.....



Faculty of Engineering
End Sem Examination Dec-2023
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. Assume suitable data if necessary. Notations and symbols have their usual meaning.

- Q.1 i. Two useful dimensions for categorizing opportunities for technology based products are knowledge of the _____ and knowledge of _____. **1**
(a) Technology and market (b) Technology, legal system
(c) Legal system, market (d) Finances, legal system
- ii. Which of the following involves adopting firm to take advantage of opportunities in its constantly changing environment? **1**
(a) Long range planning (b) Short range planning
(c) Medium range planning (d) Strategic planning
- iii. The main reason of analysing competitors is- **1**
(a) To understand better what they are doing
(b) They provide a good source of ideas
(c) It facilitates to develop sustainable competitive strategy against them
(d) None of these
- iv. Which of these has features – offers competitive advantage, has applications in variety of markets and is difficult to imitate? **1**
(a) Core competency (b) Market sensing process
(c) Corporate social responsibility (d) Strategic business unit
- v. Which of the following is a component of business model canvas? **1**
I. Value proposition
II. Revenue streams
III. Key resources
(a) Only I (b) Only I & II (c) I & III (d) All of these

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- vi. Which of the following is NOT a feature of minimum viable product? **1**
 (a) Quick product development
 (b) Heavy cost of R & D
 (c) Less resources utilized
 (d) Provision of modifications in product
- vii. Which of the following is NOT correct depiction of digital marketing? **1**
 (a) E-mail Marketing
 (b) Social Media Marketing
 (c) Web Marketing
 d) Displaying the product information on electronic screen on the road side
- viii. Which product is suited for market skimming pricing? **1**
 (a) A product facing too much competition
 (b) An innovative product with higher demand
 (c) A newly introduced product
 (d) A product with short product life.
- ix. Which of these is a type of crowd funding for start-ups? **1**
 (a) Equity (b) Debt (c) Donation (d) All of these
- x. Which valuation method is used to value pre-revenue start-ups? **1**
 (a) Berkus method
 (b) Comparable transaction method
 (c) Score card valuation method
 (d) None of these
- Q.2 i. What is an idea identification? What are the factors that contribute to success of an idea? **2**
 ii. What is idea validation and its importance? What are the steps involved to validate an idea? **3**
 iii. Explain different types of markets with examples. **5**
 OR iv. Discuss the different ways to segment market. **5**
- Q.3 i. What is the importance of value proposition for a company? What are its four elements? **2**
 ii. What is a product roadmap? What is its importance? **3**
 iii. What is differentiation strategy? Explain the steps involved in developing the differentiation strategy. **5**
 OR iv. What is competitor analysis? Why it is important to conduct competitor analysis? What are the steps involved? **5**

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- Q.4 i. What is business model? Why it is important for a start-up or company? **3**
 ii. Explain the elements of business model canvas. **7**
 OR iii. What is minimum viable product (MVP)? Explain why companies offer minimum viable product? Give four examples of MVP. **7**
- Q.5 i. What are the different channels of marketing? What are the factors that affect the selection of any channel? **4**
 ii. Explain the key financial metrics for the sustainability of a business. **6**
 OR iii. Explain the different pricing strategies used by companies. **6**
- Q.6 Attempt any two:
 i. Differentiate between growth and scaling. What are the different ways a company can scale up business? **5**
 ii. What is process improvement? What are the steps involved in process improvement? **5**
 iii. Discuss the different funding options available for a start-up during its life cycle stages. **5**

Marking Scheme

Startup Creation Through Experiential Learning (T) - OE00084 (T)

Q.1	i)	(a)		1
	ii)	(d)		1
	iii)	(c)		1
	iv)	(a)		1
	v)	(b)		1
	vi)	(b)		1
	vii)	(d)		1
	viii)	(c)		1
	ix)	(d)		1
	x)	(a)		1
Q.2	i.	Idea identification Factors	0.5 Mark 1.5 Marks	1/2+3/2
	ii.	Idea validation & Importance Step Involved	1 Mark 2 Marks	1+2
	iii.	Five type of markets	(1 Mark*5)	1X5
OR	iv.	Five ways to request markets	(1 Mark*5)	1X5
Q.3	i.	Imp of value preposition Four elements	1 Mark 1 Mark	1+1
	ii.	Product roadmap Its importance	1 Mark 2 Marks	1+2
	iii.	Differentiations Strategy Step Involved	1 Mark 4 Marks	1+4
OR	iv.	Competitors analysis Importance Steps Involved	1 Mark 1 Mark 3 Marks	1+1+3
Q.4	i.	Business Model Importance	1 Mark 2 Marks	1+2
	ii.	Nine elements of Business model	(1 Mark*7)	1X7
OR	iii.	MVP Importance Four Examples	1 Mark 4 Marks 2 Marks	1+4+2

Q.5	i.	Channel of Marketing Factors	1 Mark 3 Marks	1+3
	ii.	Six Key financial metrics	(1 mark*6)	1X6
OR	iii.	Six difference	(1 mark*6)	1X6

Q.6	i.	Difference between growth & realing Four ways	1 Mark (1 Mark*4)	1+4
	ii.	Process Improvement Four Steps	1 Mark (1 Mark*4)	1+4
	iii.	Difference finding options	(1 Mark*5)	1X5
