K. J. Somaiya College of Engineering, Mumbai-77
(Autonomous College Affiliated to University of Mumbai)

End Semester Examinations
April - May 2017

Max. Marks: 100   **Duration: 3hrs**
Class: TY B.Tech   Semester: VI
Name of the Course: IT as Enabler for Startup   Branch: IT
Course Code: **UITI605**

Instructions:
   (1) All Questions are Compulsory
   (2) Draw neat diagrams
   (3) State assumptions clearly

Question No.		Marks
Q 1 (a)	Discuss in detail patent search. **OR** Explain in detail survey research objectives.	10
Q 1 (b)	A startup company has idea of Print On-Demand Book at Airports. A company proposed to have a touch screen kiosk at airport. User could browse through thousands of books through touch screen kiosk, find one he/she want, buy it, and within few minutes have it printed for immediate reading. User could access his/her Amazon.com wishlist through this kiosk and quickly select a book he/she wanted to read, buy it, print it, and read it. Apply Strategy and Structure as Idea validation tool on given startup idea. **OR** Elaborate in detail on what could be possible failures faced by mentioned startup.	10
Q2 (a)	Compare Project management in startup v/s traditional business and name any five tools useful for Project management in startup.	10
Q2 (b)	Discuss in detail SWOT analysis for Web-based startup.	10
Q3 (a)	Explain with example how to improve website planning for better user experience.	10
Q3 (b)	Discuss in detail Facebook marketing. **OR** Explain in detail Email Marketing and Video marketing.	10

Q4 (a)	A startup wishes to launch Dish Rating App. This app will show the top rated dishes in a restaurant near to users & will show pics of dishes too. User can rate dish too on a scale of 5 once he/she try any item, and that will keep increasing accuracy of App. Design Ux for Mobile App with wireframe for given Startup **OR** For given Startup, create user profiles, personas, scenarios, use cases	10
Q4 (b)	Discuss Ux principles for mobile app. **OR** Discuss Mobile Customer Relationship Management (mCRM) with reference to following: (a) Requirements for mCRM (b) Technological and marketing issues associated with mCRM	10
Q5 (a)	Prepare business canvas model for mention start up in Q4(a).	10
Q5 (b)	Explain Customer Discovery phase of Customer Development Framework.	10