

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

Semester: Jan 2019 - May 2019

Max. Marks: 30

Class: TYIT

Branch: IT

Full Name of the Course: IT as Enabler for Startup

Duration: 1hr.15 min.

Semester: VI

Test 1

Course Code: UITI605

Q No.		Max. Marks	
Q1	<p>Following startups have failed. Comment on reasons for their failure:</p> <ol style="list-style-type: none"> 1. Wesabe is a web-based personal money management tool, launched in 2005. Mint, competing personal money management tool launched in September 2007. Mint decided to use screen-scraping financial data aggregation service while Wesabe decided to build its own financial data tool. It took too long for Wesabe to build it. 2. Grovio is a “smart” device, using specialized sensors; it automatically waters and monitors your plants in real time. It has a 1600 ml water tank that is said to be enough for up to 3 plants and 45 days. And that water tank is probably useful for small, tabletop plants that some people love to have on their desks. In customer interaction, it was found that People prefer some things to be done manually. 3. Outbox startup turns physical mailboxes into digital ones, by sending people to homes to get mails from mailboxes. They described themselves as “recreating the US Postal Service”. For most people, it is privacy concern that people getting mail from your physical mailboxes and opening them. Also, on average a mail gets delivered to you in 3 days and Outbox adds at least 3 more days to that. 	06	
Q2(a)	<p>Give examples of following:</p> <ol style="list-style-type: none"> 1. Close ended ordered survey questions 2. Open ended survey questions 3. Search query to find a webpage with certain words contained in the title 4. Search query to find pages with your search query mentioned in the URL 	04	
Q2(b)	Discuss in brief Patent search types and patent database.	10	
Q3	<p>Explain with example:</p> <ol style="list-style-type: none"> 1. MVP 2. Earlyvangelist 	10	