

K. J. Somaiya College of Engineering, Mumbai-77

(Autonomous College Affiliated to University of Mumbai)

Semester: **August-November 2021****In-Semester Examination****Class: LY B. Tech****Branch: IT****Full name of the course: Startup Engineering****Duration: 1hr.15 min (attempting questions)
+15 min (uploading)****Semester: VII****Course Code: 2UST741****Max. Marks: 30**

Q. No	Questions	Marks	CO	BT
Q1	<p>Illustrate one example of each:</p> <p>a. Advanced Google Search Evaluation: 2 Marks for correct example</p> <p>b. Close ended survey question with unordered response Evaluation: 2 Marks for correct example</p> <p>Close ended survey question with unordered response</p> <div><p>Which of the following have you spent the most time doing during the past work week?</p><ul style="list-style-type: none"><input type="checkbox"/> Talking to customers on the phone<input type="checkbox"/> Attending meetings<input type="checkbox"/> Working on my computer<input type="checkbox"/> None of the above</div> <p>c. Patent Search Engine Evaluation: 1 Mark for correct example</p>	05	CO1	UN
	<p>In Patent, Prior art search includes</p> <p>(a) Search of Patent literatures</p> <p>(b) Search of Non-patent literature</p> <p>(c) Both (a) and (b)</p> <p>(d) None of the above</p> <p>Evaluation: 1 Mark for correct answer</p>	01	CO1	

	<p>SWOT is structure analysis tool.</p> <p>a. True b. False</p> <p>Evaluation: 1 Mark for correct answer</p>	01	CO3	
	<p>List two web based project management tools.</p> <p>Evaluation: 2 Marks for correct answer</p>	02	CO3	UN
	<p>Customer development process is appropriate when product features are innovative.</p> <p>a. True b. False</p> <p>Evaluation: 1 Mark for correct answer</p>	01	CO2	
Q2	<p>Validate given Idea with any two idea validation tools.</p> <p>RENT-O-HIRE is a mobile application which will allow its users to rent or hire things on daily or weekly basis in an efficient manner. People can rent or hire products in the categories like furniture, electronic gadgets, vehicles, machines, clothes, tools, other accessories, etc., at lower prices and location based. The user will post his products' pictures and rent charges, which will be verified by the admin and soon posted on the app. Similarly, people can hire products from verified users for a time period. It will be a user-friendly application where the user will have to pay the basic rental charges and a fixed deposit amount which he/she will get it on returning the product.</p> <p style="text-align: center;">OR</p> <p>“Reading Treat” - A start up wants to launch AI Enabled Book Store for Book Recommendation and Book selling web app.</p> <p>Users of the web app need to log in on create Reader Profile based on their reading interest. “Reading Treat” app will</p>	10 marks	CO1	AP

	<p>apply Artificial Intelligence to recommend New release and Best Seller to user based on his interest. The app also provides section for comment and feedback. The App applies sentiment analysis on comments and Feedback to predict sell of book. This will also enable authors and publishers to gaze the market feedback early and update their marketing and sales strategy. User can purchase book from “Reading Treat” on discounted rate. The discount will be offer to user on basis of his interaction with app. For example the user who visits “Reading Treat” frequently and active on comment and Feedback, the higher percentage of discount will be offered.</p> <p>Evaluation: 5 Marks for each correct discussion on chosen idea validation tool</p>			
Q3	<p>Elaborate role of SWOT analysis to identify strengths and weaknesses of product.</p> <p>Evaluation: 1 Marks for significance of SWOT</p> <p>2 Marks each for appropriate description of evaluating strengths and weakness of product respectively</p>	05 marks	CO3	UN
Q4	<p>Draw template for Business Canvas Model and explain the importance of model.</p> <p>Evaluation: 2 ½ Marks for correct diagram</p> <p>2 ½ Marks for appropriate importance of model</p>	05 marks	CO2	UN