



**JK Lakshmipat University, Jaipur**  
**Institute of Management**  
**END TERM EXAMINATION, April-May 2024**

BBA IV  
MM: 40 Marks

Course: Business Model to Product Market Fit  
Time: 2 Hours  
Subject code: ED1103

**Instructions: Attempt any five questions.**

- Q1. A) Discuss the strategy against the challenges which were faced by industry and Desi Hangover for Kolhapuri shoe. What is your take on fake door strategy with respect to your venture idea? **Marks (4+4)**  
**LO 1, 7**
- B) Narrate the journey of "Data Sutram". What are your key learnings?
- Q2. Describe the Osterwalder's Business Model for Honey Twigs. How would you define disruption? Is Honey Twigs an example of disruption? **Marks (8)**  
**LO 3**
- Q3. Define MVP and its features. How it is different from MLP. What are your key learnings for developing successful MVP based on Knorish case study? **Marks (8)**  
**LO 5**
- Q4. "Merul credits a large part of their success so far to their focus on money management". As a result of the statement, discuss how the revenue model and cost challenges were handled in the case "Bodh Gems & Crystals". **Marks (8)**  
**LO 4**
- Q5. How did Inspira identify their competitive advantage? What are the ways in which they have sustained their competitive advantage and growth? **Marks (8)**  
**LO 2**
- Q6. Discuss the Lean Canvas of the venture "Torch-it". How should a start-up devise its growth and scale-up strategy? Discuss its steps. **Marks (8)**  
**LO 3**