

JK LAKSHMIPAT UNIVERSITY, JAIPUR
INSTITUTE OF MANAGEMENT
END TERM EXAMINATION (DECEMBER 2023)
SEMESTER III (BBA)
SEMESTER V (All Branches B.Tech. & B.C.A.)

Time: 2 Hours

MM: 40 Marks

Course: Idea to Business Model

Course Code: ED1102

Instructions: It is compulsory to attempt all questions.

- Q.1 Apply your leanings in designing the Lean Business Model on a problem about harmful impacts on students due to overuse of social media in their day-to-day life. Also propose a solution demo or wireframe of your solution. Marks (6+4)
(LO 5, 6)
- Q.2 a) Discuss the concepts of flow and effectuation. Illustrate and apply effectuation principles in developing your entrepreneurial traits to succeed in life. Marks (5+5)
b) Identify an early adopter for an audio content reader app by using customer segmentation and targeting. (LO 1,2)
- Q.3 a) How do you illustrate and explain the process for competitive analysis and Blue Ocean strategy help in getting a sustainable competitive advantage for a venture. Marks (5+5)
b) Differentiate between branding and a position statement. (LO 4, 8)
- Q.4 Explain the design thinking concept. Apply design thinking steps to solve the input issue in JKLU and conclude your findings through problem statement canvas and problem statement. In this context, design Value Proposition Canvas. Marks (10)
(LO 1, 3)