

JK LAKSHMIPAT UNIVERSITY, JAIPUR
INSTITUTE OF MANAGEMENT
END TERM EXAMINATION (DECEMBER 2022)
SEMESTER III (BBA)
SEMESTER V (All Branches B.Tech.)

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 design thinking steps to solve the problem of enhancing students' value systems and discipline in life. Conclude your findings through problem statement canvas and problem statement.

Marks (10)
(LO 1)

- Q.2 How would you explain lean start-up? Design the business models of Swiggy and Zomato OR BigBasket and Grofers (Blinkit) by using a lean business model canvas. Also, summarize the differences between the two start-ups (As per your option chosen).

Marks (6+4)
(LO 5)

- Q.3 How would you run the competitive analysis for JKLU. Build a differentiable and sustainable competitive advantage for JKLU by using Blue Ocean Canvas and its four action framework.

Marks (5+5)
(LO 4)

- Q.4 How would you illustrate (choose any business idea of your own) the following?

- a) Importance of start-up cost, fixed cost and variable cost for checking the viability of a start-up.
b) What is the role of positioning statement in forming the branding strategy of a start-up?

Marks (5+5)
(LO 7, 8)