



**Institute of Management  
JK Lakshmipat University  
Jaipur**

**RETEST EXAMINATION, February, 2022**

**B.Tech V, BBA III**

**MM: 40 Marks**

**Time: 2 Hours**

**Course: Idea to Business Model**

**Subject code: ED1102**

**Instructions: It is compulsory to attempt all questions. Each question carries 8 marks.**

- Q1. How would you explain Design Thinking? How would you apply the five-step process of Wadhvani's design thinking model on any major social problem?
- Q2. How would you explain the following?
- a. The five basic questions to be asked before starting a venture.
  - b. The two parts of the Value Proposition Canvas, which are Customer Segment and Value preposition, related to each other.
- Q3. How would you apply what you learned to develop the Blue Ocean Strategy and the four action framework on any business idea?
- Q4. How would you differentiate between Business Plan and the Business Model? Design the 9 blocks of Business Model using the Lean Canvas template of any food tech start-up.
- Q5. How would you explain the heads of start-up cost, fixed cost and variable cost of a burger mobile van?