

JK Lakshmipat University, Jaipur
INSTITUTE OF MANAGEMENT
End Term Examination, December 2025
BBA, Semester V and B.Tech, Semester VII, 2025-26

Roll No.....

ED1103: BUSINESS MODEL TO PRODUCT MARKET FIT

Time: 2 hours

Max. Marks: 40

Instructions to students:

1. Do not write anything other than your roll number on question paper.
2. Attempt all questions.

- Q. 1 A. Describe the entrepreneurial journey of Bodh Gems & Crystals. What key insights and lessons have you gained that will contribute to the success of your venture? 4+4 Marks
 B. Discuss the various metrics of measuring the progress of your venture. (CO1, 5)
- Q. 2 Assume you are developing a new venture based on a product called “Healthy Water.” Using this assumption, discuss and design the following components for the product: 8 Marks (CO6)
- a) Whether Healthy Water fulfills a customer’s need or provides a customer’s delight?
b) A fake-door strategy to test market interest in the product.
c) The Value Pyramid and the Golden Circle to position the product.
d) The key branding elements, including the product name, logo concept, and tagline.
- Q. 3 Create a detailed customer persona representing JKLU students. Using this persona, explain the new digital marketing funnel and identify suitable marketing channels for each stage. Finally, develop a revised marketing strategy aimed at increasing customer traction. 8 Marks (CO3,7)
- Q. 4 A. Explain the essential elements of a Business Plan by using your own venture as an illustrative example. 4+4 Marks
 B. Develop the Value Proposition Canvas for the case “Inspira” (CO2,4)
- Q. 5 Create MOAT by using Blue Ocean strategy and develop a complete business model by using Osterwalder’s Business Model Canvas for either of the following case studies (ventures): 8 Marks (CO3)
- A. Honey Twigs
 OR
 B. Desi Hangover.

all the best!