



JK Lakshmipat University, Jaipur
INSTITUTE OF ENGINEERING AND TECHNOLOGY

EndTerm Examination, May 2026
B. Tech Semester III, 2024-27

Roll No.....

LS1108: Essentials of Business Management

Time: 2 hours

Max. Marks: 30

Instructions to students:

1. Do not write anything other than your roll number on the question paper
2. All questions are compulsory

Q1. A family-owned organic food company with outdated technology found that employees resist change. Additionally, new health-food startups, shifting consumer preferences, and changing FSSAI regulations are putting pressure on the industry. Using this scenario, analyze how internal and external business environment factors together shape the company's strategic decisions. **5 Marks (CO2,3)**

Q2. PureStep is a footwear startup founded by two friends who wanted to create shoes entirely from recycled ocean plastic. Their day-to-day operations were guided by sourcing 100% recycled materials, partnering with coastal clean-up NGOs, and offering a take-back program for worn-out shoes. Every hiring decision, pricing call, and product launch was filtered through three beliefs the founders kept on their office wall: planet over profit, radical transparency, and no shortcuts. Write appropriate vision and mission statements for PureStep based on the case. **5 Marks (CO1, 2)**

Q3. GreenBite is a fast-growing plant-based food startup. The founder clearly defined the company's future goals, motivating employees through regular town halls and delegating responsibilities to capable team members. Using the above case, explain the 5 E's of leadership and illustrate each element with reference to the case. **5 Marks (CO1,3)**

Q4. Sweet Delights is a local bakery that wants to grow its business. The owner is considering using a chatbot to take online cake orders and an Instagram AI influencer to promote new products. Using the Business Model Canvas (BMC), explain how these two changes will affect any three blocks of the BMC. **5 Marks (CO1,2,3)**

Q5. FreshNest is a home-cleaning service startup that noticed different customers value different things. Some customers choose the service for basic hygiene and safety, while others prefer it for convenience and time-saving. In contrast, a few premium customers opt for eco-friendly products and personalized services to feel responsible and valued. The company is now trying to understand better these varying customer expectations to design its offerings. Explain how Maslow's Hierarchy of Needs can be used to understand the different customer needs in this case. **5 Marks (CO1,2,3).**

Q6. EcoGlow is a skincare startup that uses natural ingredients, ensures zero plastic packaging, provides fair wages to rural women artisans, and runs awareness campaigns on sustainable consumption. The founders want to align their business practices with global sustainability standards while also creating a positive social and environmental impact. Identify any two relevant Sustainable Development Goals (SDGs) that EcoGlow is contributing to and explain how the company's actions align with those goals. **5 Marks (CO1,2)**