



**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?