

JK Lakshmipat University Jaipur
INSTITUTE OF MANAGEMENT
INSTITUTE OF ENGINEERING AND TECHNOLOGY

End Term Examination, December 2024
BBA(III), B.Tech(V) , 2024-25

Roll No.....

ED1110: Creativity and Innovation

Time: 2 hours

Max. Marks: 30

Instructions to students:

1. Do not write anything other than your roll number on question paper.
 2. Mention all the assumptions for your answers clearly.
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Q. 1 Attempt **any two** questions from 1.1, 1.2 and 1.3.

Q. 1.1 BigBasket was a pioneer in the online grocery delivery segment in India, offering a wide range of products with scheduled delivery options. While the platform was convenient for customers, certain pain points remained unaddressed, leading to the emergence and success of Blinkit. 10.0
(LO1,2,5)

Compare the two companies - BigBasket and Blinkit in the grocery delivery segment and answer the following questions:

- i. What type of innovation does Blinkit represent, and how did it resolve the pain points of BigBasket?
- ii. Do you think Blinkit's innovation is sustainable in the long term? Apply your entrepreneurial mindset to suggest further strategies for Blinkit to sustain in future.

Q. 1.2 i. Imagine yourself as an entrepreneur developing a fitness app. Share two unique features of your app to address customer needs effectively. Based on this, create a detailed customer persona for your app's target user. 10.0
(LO1,4)

ii. Differentiate between Manager, Entrepreneur and Intrapreneur.

Q. 1.3 JKLU has been facing a challenge to sustain canteens on its campus. Analyze the issue from various perspectives using the Six Thinking Hats model to generate creative alternatives. 10.0
(LO3)

Q. 2 Read the case described below and answer the following questions.

10.0
(LO1,5)

Falguni Nayar, the founder of Nykaa, exemplifies resilience and visionary entrepreneurship. After over 20 years as an investment banker at Kotak Mahindra Bank, she took a bold step at 50 to start her own business in 2012. She aimed to transform India's beauty and personal care market by creating an online platform offering authentic products and a seamless shopping experience. This vision led to Nykaa, named after the Sanskrit word "Nayaka," meaning someone in the spotlight.

Nykaa's initial inventory-based model set it apart from competitors like Amazon and Flipkart, ensuring customers received genuine products. Despite challenges such as a fragmented market and skepticism around beauty products as a luxury, Falguni's strategic planning and determination helped Nykaa grow. The company expanded into fashion, wellness, and lifestyle, launching offline stores to complement its online presence, and catering to a wider audience.

In 2021, Nykaa became the first Indian unicorn founded by a woman to go public, with its IPO being oversubscribed nearly 82 times. This milestone solidified its status as a market leader and made Falguni one of India's wealthiest self-made women. To maintain its edge amidst competition and logistical challenges, Nykaa leveraged technology and data analytics for supply chain optimization and personalized customer experiences.

Falguni's leadership, marked by vision, adaptability, and customer-centric strategies, has been crucial to Nykaa's success. She empowered women through her brand and fostered inclusivity within the company. Nykaa's impact is significant: it made global beauty products more accessible, created jobs, and contributed to India's digital economy. Falguni's journey serves as an inspiration, proving that with determination and the right mindset, it's possible to redefine industries and achieve success.

- i. Define the type of entrepreneur Falguni Nayar is and discuss her entrepreneurial characteristics.
- ii. What competencies has Falguni Nayar developed through her entrepreneurial journey?
- iii. Mention three characteristics from Nayar's journey that inspire you to inculcate in yourself for entrepreneurial success.

all the best!