



JK LAKSHMIPAT UNIVERSITY, JAIPUR
INSTITUTE OF MANAGEMENT
END TERM EXAMINATION (DECEMBER 2021)
SEMESTER III (BBA)
SEMESTER V (All Branches B.Tech.)

Time: 2 Hours
MM: 40 Marks

Course: Idea to Business Model
Course Code: ED1102

Instructions: It is compulsory to attempt all questions.

- Q.1 How would you discuss the following? 10
- a) Adoption of effectuation principles help in developing entrepreneurial traits in students' life.
- b) Apply design thinking steps to solve the problem of enhancing students' engagements in the classes.
- Q.2 How would you explain lean start-up? Design a lean business model for OLD AGE HOME. 10
- Q.3 How would you explain the importance of branding for a start-up? Can you illustrate the role of positioning statement in forming the branding strategy of a start-up? 10
- Q.4 How would you discuss the following? 10
- a) Plot Blue Ocean Strategy Canvas for JKLU
- b) Heads of start-up cost, Fixed cost and variable cost of Crèche facility for University employees