Enroll No

K.E.Society's
Rajarambapu Institute of Technology, Rajaramnagar
(An Autonomous Institute, affiliated to SUK)
End Semester Examination (2022-23)
F.Y.M.B.A.IEV Sem- I

Qp code
E255

Course Code: MIV1071

Course Name: Idea Generation and Validation

Day & Date: wed., 08/03/2023
Time   : 2:30 to 5:30 pm

Max Marks: 100

Instructions: 1) All questions are compulsory

2) Figures to the right indicate maximum marks

3) Assume suitable data if not given

4) Use of non-programmable calculator is allowed

Q. No.	Question Statement	Marks	CO. No.
Q.1	Solve <u>ANY TWO</u> a) Explain the process of idea generation using the Idea Generation Canvas. How can the Canvas help in developing and evaluating business ideas? b) Explain the concept of market validation and its importance in idea generation. How can teams validate their business ideas using the Lean Startup methodology? c) Explain the opportunities through change for startup	15	CO 1,2,4
Q.2	Solve <u>ANY TWO</u> a) How can entrepreneurs use their personal experiences and passions to generate new business ideas? Provide examples. b) Discuss the importance of effective prioritization in managing tasks and projects. What are the key factors to consider when prioritizing tasks? c) Elaborate the possible sources of funding?	15	CO 1,2,3,4
Q.3	a) What are some common mistakes that individuals and teams make when prioritizing tasks? How can they avoid these mistakes? OR b) Discuss the all aspects of Idea feasibility analysis with suitable examples	15	CO 3,4

Q.4	XYZ is a start-up that has developed a new mobile app for home services. Using the Idea Generation Canvas, evaluate the key components of this business idea.	15	CO 3,4
Q.5	ABC is a social enterprise that aims to reduce food waste by connecting consumers with surplus food from restaurants and grocery stores. Discuss the different methods of market validation that ABC can use to validate their business idea.	20	CO 3,4
Q.6	PQR is a software development company that has developed a new project management tool. Discuss the role of customer feedback in the development and validation of this product.	20	CO 1,2,4