Subject Code:- BMBIE0301

Roll. No:

NOIDA INSTITUTE OF ENGINEERING AND TECHNOLOGY, GREATER NOIDA

(An Autonomous Institute Affiliated to AKTU, Lucknow)

MBA - IEV

SEM: III - THEORY EXAMINATION (2024 - 2025)

Subject: Opportunity Mapping

Time: 3 Hours

Max. Marks: 100

General Instructions:

IMP: *Verify that you have received the question paper with the correct course, code, branch etc.*

1. This Question paper comprises of three Sections -A, B, & C. It consists of Multiple Choice Questions (MCQ's) & Subjective type questions.

2. Maximum marks for each question are indicated on right -hand side of each question.

3. Illustrate your answers with neat sketches wherever necessary.

4. Assume suitable data if necessary.

5. Preferably, write the answers in sequential order.

6. No sheet should be left blank. Any written material after a blank sheet will not be evaluated/checked.

SECTION-A

20

1. Attempt all parts:-

1-a.   Customer pain points are typically resolved by _____.(CO1,K1)   1

    (a)   eliminating competition

    (b)   reducing customer contact

    (c)   offering better, more convenient solutions

    (d)   minimizing service levels

1-b.   Opportunities in a market arise when _____.(CO1,K1)   1

    (a)   new technologies simplify old processes

    (b)   competitors reduce their market share

    (c)   products remain the same

    (d)   customer needs remain unchanged

1-c.   Startups often fail when they _____.(CO2,K2)   1

    (a)   do not adapt to changing market conditions

    (b)   expand too quickly

    (c)   focus too much on profits

    (d)   limit their product offering

1-d.   A common reason for startup success is their ability to _____.(CO2,K2)   1

    (a)   copy the business models of competitors

    (b)   focus on product pricing only

    (c)   meet an emerging customer need

(d)   restrict their audience to a small niche

1-e.   A major factor driving the growth of ecommerce platforms is _____.(CO3,K3)   1

(a)   reduced demand for consumer goods

(b)   fewer product options

(c)   increased dependence on physical stores

(d)   the convenience of online shopping

1-f.   The success of mobility startups like Ola and Uber can be attributed to _____.(CO3,K3)   1

(a)   the rise of ride-hailing services

(b)   government subsidies

(c)   focus on public transport

(d)   increased fuel prices

1-g.   The success of ecommerce platforms like Amazon can be largely attributed to _____.(CO4,K4)   1

(a)   their efficient supply chain and delivery systems

(b)   maintaining brick-and-mortar stores

(c)   limited product selection

(d)   focus on local markets only

1-h.   Electric vehicle adoption in the mobility sector is growing due to _____.(CO4,K4)   1

(a)   government incentives and environmental concerns

(b)   higher fuel prices

(c)   increasing competition in the market

(d)   low consumer demand

1-i.   In sectorial mapping, businesses analyze trends in _____ to find new opportunities.(CO5,K5)   1

(a)   technology, consumer behavior, and regulation

(b)   competition, brand strength, and marketing

(c)   pricing strategies, product life cycles

(d)   supply chain, delivery methods

1-j.   A good business model should focus on _____.(CO5,K5)   1

(a)   creating value for customers

(b)   limiting product diversity

(c)   controlling market prices

(d)   minimizing customer feedback

2. Attempt all parts:-

2.a.   Explain how new technologies such as AI or blockchain are disrupting traditional industries.(CO1,K1)   2

2.b.	Explain how the ability to pivot helps startups capture new opportunities and sustain growth.(CO2,K2)	2
2.c.	Explain the impact of digital transformation on the eCommerce sector and provide a recent success story.(CO3,K3)	2
2.d.	Define "business model" and explain how it is developed around a specific idea or concept.(CO4,K4)	2
2.e.	Define "Relevance" in the context of pain points and explain how it affects business idea development.(CO5,K5)	2

SECTION-B   30

3. Answer any <u>five</u> of the following:-

3-a.	Define "market evolution" and explain how changes in consumer behavior contribute to the growth of new markets.(CO1,K1)	6
3-b.	Explain how the rise of AI and automation has disrupted industries such as manufacturing and healthcare.(CO1,K1)	6
3-c.	Define "market opportunity" and explain how Swiggy identified and captured the food delivery market opportunity in India.(CO2,K2)	6
3-d.	Explain the role of early-stage funding in the success of Indian startups like OYO Rooms and how they scaled rapidly.(CO2,K2)	6
3.e.	Define "emerging sectors" and explain the role of innovation in the growth of sectors like eCommerce, mobility, and EdTech.(CO3,K3)	6
3.f.	Define "value proposition" and explain how it influences the business models of startups in the EdTech sector.(CO4,K4)	6
3.g.	Define "relevance" when evaluating a pain point and explain how its importance changes based on the Indian socio-economic context.(CO5,K5)	6

SECTION-C   50

4. Answer any <u>one</u> of the following:-

4-a.	Define "disruption" in the context of industry transformation and describe an example of a sector that has been disrupted due to technology.(CO1,K1)	10
4-b.	Explain the role of digital transformation in industries like banking and finance and how it has created new opportunities in FinTech.(CO1,K1)	10

5. Answer any <u>one</u> of the following:-

5-a.	Define "first-mover advantage" and explain how it contributed to the success of a particular startup in India.(CO2,K2)	10
5-b.	Explain the role of customer pain points in identifying opportunities for startups, using recent examples of startups that have succeeded by solving these pain points.(CO2,K2)	10

6. Answer any <u>one</u> of the following:-

6-a.	Define the term "Mobility as a Service" (MaaS) and explain how companies like Bounce and Yulu have disrupted urban transportation in India.(CO3,K3)	10
6-b.	Explain how healthcare startups like Practo and Medlife have leveraged	10

technology to disrupt the traditional healthcare industry in India.(CO3,K3)

7. Answer any <u>one</u> of the following:-

7-a.	Define the role of customer pain points in Idea Mapping, and explain how businesses can use them to create innovative solutions.(CO4,K4)	10
7-b.	Explain how an Idea Canvas can be developed for an emerging sector like Healthcare and its importance for strategic planning.(CO4,K4)	10

8. Answer any <u>one</u> of the following:-

8-a.	Define "Relevance" in the context of an Idea Canvas and explain how it influences the marketability of a business idea in India.(CO5,K5)	10
8-b.	Explain how to integrate pain points with market trends when developing an Idea Canvas for a business in India.(CO5,K5)	10