

GUJARAT TECHNOLOGICAL UNIVERSITY
MBA – SEMESTER – I - EXAMINATION – SUMMER 2022

Subject Code: 1519402**Date: 29/07/2022****Subject Name: Crafting Value Proposition****Time: 02:30 PM TO 04:30 PM****Total Marks: 50****Instructions:**

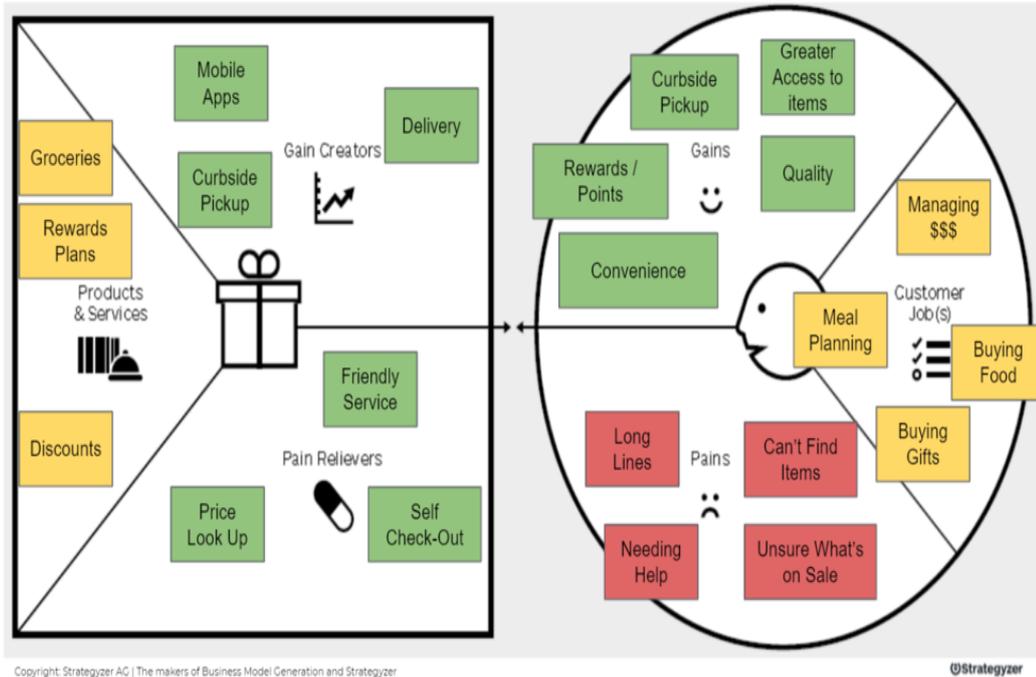
1. Attempt all questions.
2. Make suitable assumptions wherever necessary.
3. Figures to the right indicate full marks.

Q. No.	Question Text and Description	Marks
Q.1	Define the terms (a) Customer Gains and Pains (b) Prototype possibilities (c) Value Map (d) VPC for Byjus	08
Q.2	(a) What is value proposition? Explain six ways to innovate from customer profile.	07
	(b) Explain VPC for Edutech startup of your choice	07
	OR	
	(b) How to build right Business Model, explain?	07
Q.3	(a) Describe the steps to test the MVP.	07
	(b) What is the difference between Prototype, MVP and first product design	07
	OR	
Q.3	(a) MVP is important for early startup. Explain the advantages and disadvantages of MVP.	07
	(b) How you Improve Relentlessly and Reinvent Yourself Constantly for making better VPC.	07

Q.4 CASE STUDY:

Elaborate upon the Value Proposition Canvas of Grocery Shop and discuss on each aspects mentioned for best Value Map fit.

Value Proposition Canvas: Grocery Shopping Experience



- (a) Explain Value map from the above case. 07
- (b) As a startup founder, explain customer pains and gains from the above case. 07

OR

- Q.4**
- (a) Explain the Customer profile for the case on Grocery Shopping 07
 - (b) From the above case, identify the opportunities for differentiation. 07
