

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

**Subject Code: 1519406****Date: 03/08/2022****Subject Name: Product Market Fit****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.		Marks
<b>Q.1</b>	<b>Define the terms</b>	<b>08</b>
	a) MVP	
	b) PFM	
	c) Underserved Needs	
	d) Lean Product	
<b>Q.2</b>	(a) Explain Lean Product Process in detail	<b>07</b>
	(b) Why Product Market fit is required for early stage Startups?	<b>07</b>
	<b>OR</b>	
	(b) What is STP? Explain Minimum Viable Segment for your Idea on which you are working.	<b>07</b>
<b>Q.3</b>	(a) Draw a PMF Canvas and explain with suitable examples.	<b>07</b>
	(b) Explain various types of Market and Product.	<b>07</b>
	<b>OR</b>	
<b>Q.3</b>	(a) Explain PMF Uncertainty and explain How to overcome from it.	<b>07</b>
	(b) Explain Principles of Great User Experience (UX) Design.	<b>07</b>
<b>Q.4</b>	(a) Explain Key metrics of your Idea with basic details.	<b>07</b>
	(b) Discuss PMF and Value Propositions of any one emerging industries like E-learning, EV, SDG, IoT, AI-ML etc.	<b>07</b>
	<b>OR</b>	
<b>Q.4</b>	Take any Startups from Top 25 Indian Unicorns, and explain	<b>14</b>
	• Value Propositions, USP	
	• MVP and MVS	
	• Major Strategies	

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