

GUJARAT TECHNOLOGICAL UNIVERSITY
MBA – SEMESTER - I – EXAMINATION – WINTER 2021

Subject Code:1519402

Date: 14/03/2022

Subject Name: Crafting Value Proposition

Time:10:30 AM TO 12:30 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
Q.1	Define the terms	08
	a) Customer Profile	
	b) Value Map	
	c) Gain Creators	
	d) BMC	
Q.2	(a) Elaborate upon Value Propositions of product of your choice.	07
	(b) Emerging Technology enabled Edutech Startup wish to test the market for their offerings to finalize. Explain the important aspects required to test the market.	07
OR		
	(b) Value Proposition Design work for which type of challenges, Explain?	07
Q.3	(a) Explain testing process for Value Proposition.	07
	(b) Explain Lean Startup Circles in align to the Idea on which you are working.	07
OR		
Q.3	(a) In context of Value Proposition Evolve, explain Relentlessly and Reinvent Yourself Constantly.	07
	(b) What are the various skills required for Value Proposition Design?	07
Q.4	(a) Explain three kinds of Value Proposition Fit with suitable illustration for each Fit	07
	(b) To Kick Start Value Proposition design, explain all possible Prototyping options for your Idea on which you are working.	07
OR		
Q.4	Assume you need to present your Startup/Idea's Value Proposition to one of the Pitching session. For the pitching, prepare the Value Proposition with Canvas, Design, Test and Evolve. This detailed should be supported with all necessary design, Value Map and best practices in mapping Value propositions.	14
