

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

Subject Code: 1539404**Date: 21-02-2022****Subject Name: Leveraging Tools for Startups****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.	Question Text and Description	Marks
Q.1	Define the terms (a) SEO (b) CRM (c) Startup as per DIPP (d) Problem Statement	08
Q.2	(a) Explain various Idea Evaluation checklists along with Idea on which you are working.	07
	(b) Explain various CRM tools required for Market Management in early stage Startups.	07
OR		
	(b) Explain details of Startup Formation with various types of company registration.	07
Q.3	(a) Write a detailed note on Startup Readiness Toolkit	07
	(b) For Startup Innovators, How software based Management platforms is effective? Answer should cover Product, Operations, Manpower and R&D.	07
OR		
Q.3	(a) It is assumed that Consumer is the king of the Market. In context to this, explain the significance Customer Relationship Management for Startups in early stage of their venture.	07
	(b) ZOHO: The Most Successful SaaS Company You May Have Never Heard Of. Explain their Product tools and Strategies to increase their market.	07

Q.4 CASE STUDY: Why the Lean Start-Up Changes Everything

Launching a new enterprise—whether it’s a tech start-up, a small business, or an initiative within a large corporation—has always been a hit-or-miss proposition. According to the decades-old formula, you write a business plan, pitch it to investors, assemble a team, introduce a product, and start selling as hard as you can. And somewhere in this sequence of events, you’ll probably suffer a fatal setback. The odds are not with you: As new research by Harvard Business School’s Shikhar Ghosh shows, 75% of all start-ups fail.

But recently an important countervailing force has emerged, one that can make the process of starting a company less risky. It’s a methodology called the “lean start-up,” and it favors experimentation over elaborate planning, customer feedback over intuition, and iterative design over traditional “big design up front” development. Although the methodology is just a few years old, its concepts—such as “minimum viable product” and “pivoting”—have quickly taken root in the start-up world, and business schools have already begun adapting their curricula to teach them.

The lean start-up movement hasn’t gone totally mainstream, however, and we have yet to feel its full impact. In many ways it is roughly where the big data movement was five years ago—consisting mainly of a buzzword that’s not yet widely understood, whose implications companies are just beginning to grasp. But as its practices spread, they’re turning the conventional wisdom about entrepreneurship on its head. New ventures of all kinds are attempting to improve their chances of success by following its principles of failing fast and continually learning. And despite the methodology’s name, in the long term some of its biggest payoffs may be gained by the *large* companies that embrace it. Moreover, with the help of various emerging technologies, this tech startup will ensure their long term success.

- (a) Summarize the case and explain the overall theme of the case. **07**
- (b) As a founder of Startup, explain the importance of new technologies and startup tools in achieving success. **07**

OR

- Q.4**
- (a) Summarize the case and explain the lean startup concept in align to this case. **07**
 - (b) A faster, smarter methodology for launching companies may make business plans obsolete. – Explain it with suitable justification either in favor or against. **07**
