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

Subject Code: 2519404   **Date: 24/02/2023**
Subject Name: Business Models & Unit Economics
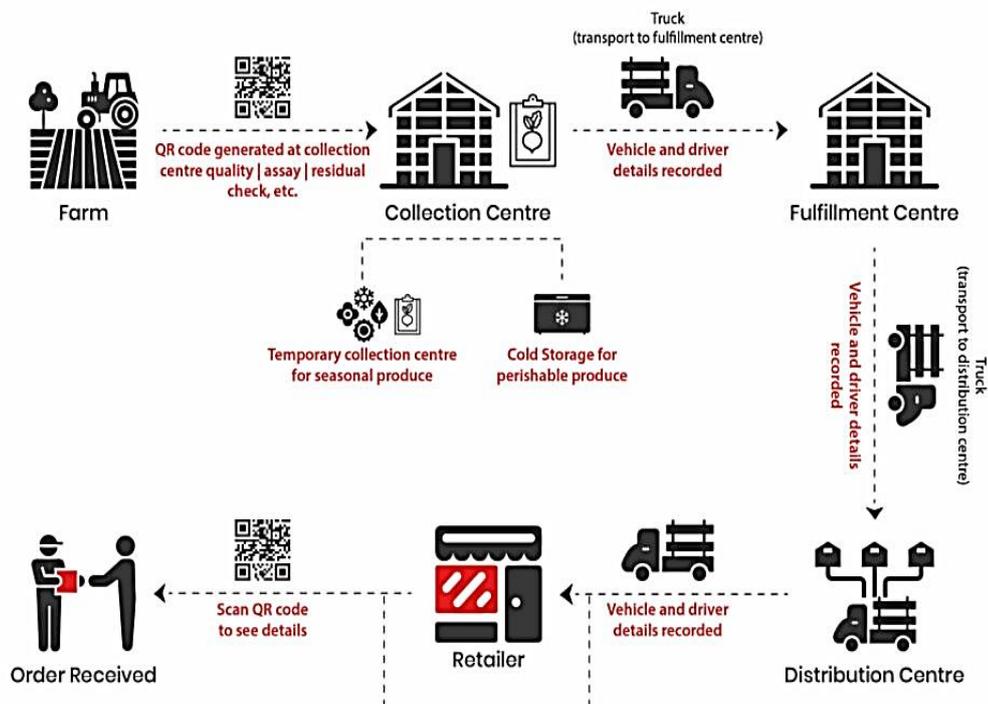**Time:10:30 AM TO 01:30 PM**   **Total Marks: 70**

Instructions:

1. **Attempt all questions.**
2. **Make suitable assumptions wherever necessary.**
3. Figures to the right indicate full marks.
4. **Use of simple calculators and non-programmable scientific calculators are permitted.**

Q. No.	Question Text and Description	Marks
Q.1	Definitions of terms with explanations	18
	1. EBITA	
	2. COGS	
	3. BMC	
	4. CAC	
	5. Lean Canvas	
	6. Value proposition	
Q.2 (a)	Explain BMC and draw BMC of your Idea on which you are working.	07
(b)	Define Strategy. Explain various types of Strategies necessary for Startups in early stage of their life.	07

OR

(b)	What is Business Model? How Business Model can lead us toward Competitive advantage into the Market?	07

Q.3 (a)	Make detailed note on Reasons of Business Model Failures.	07
(b)	What is lean Canvas? When lean canvas be useful, explain with suitable illustration.	07

OR

Q.3 (a)	How to use Lean canvas for startups? Explain with suitable examples.	07
(b)	How to Validate Your Business Idea and Position Your SaaS Product? Explain with reference to BMC as competitive advantage.	07

Q.4 (a)	Why Unit Economics is important to study? Explain with its basic concepts and process.	07
(b)	With suitable data, explain Unit economics of any of the Startup of your choice.	07

OR

Q.4 (a)	Explain methods of calculating Unit Economics.	07
(b)	Explain LTV, Churn rate, AOV, Retention, Discount, Gross margin, GML	07

Q.5 **CASE STUDY:**

The business model canvas is a tool used by business owners and managers to plan their strategy and business model. This tool can be used to plan any sort of business, from niche to mass markets. The Business Model Canvas provides entrepreneurs, business owners, and strategists with a tool to analyze, structure, and evolve a business while always keeping the bigger picture front of mind. Thinking about innovation refers to a reflection of value co-creation through strategic alliances, customer approach and adoption of different business models.

Transparency And Traceability In Agri Supply Chain

(a) In context to the importance of BMC, Explain BMC of any Startup of Health tech or Emerging Tech of your choice. **10**

OR

(a) In context to the importance of BMC, Explain BMC of any Startup of Agri-tech or Service Sector of your choice. **10**

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