

Enrollment No./Seat No.:

GUJARAT TECHNOLOGICAL UNIVERSITY
MBA - SEMESTER - I EXAMINATION - WINTER 2025

Subject Code: MB01094011

Date: 16-01-2026

Subject Name: Opportunities Scouting, Problem Discovery & Innovation

Time: 10:30 AM TO 12:00 PM

Total Marks: 30

Instructions:

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

	Marks
Q.1 All Questions are Compulsory	10
(a) Explain demographic segmentation with two example.	
(b) What is a customer persona? List any two key elements of a customer persona.	
(c) What does SCAMPER stand for? Mention any two components and explain.	
(d) What is ideation? Why is it important in the innovation process?	
(e) What are psychological barriers to creativity?	
Q.2 (a) How can a startup use the SCAMPER technique to improve an existing product or service in a competitive market?	05
(b) Explain how brainstorming sessions can help early-stage startups identify innovative business ideas or solve operational challenges.	05
OR	
(a) As a startup founder, how would you apply any one ideation technique to validate a problem–solution fit?	05
(b) Compare two ideation techniques and explain which would be more effective for generating scalable startup ideas.	05
Q.3 Explain how market segmentation and customer persona mapping can be used together to identify a real market problem. Illustrate your answer by describing the process of developing a clear and effective problem statement for a startup.	10
OR	
A startup aims to develop a solution for an underserved market. Discuss how market segmentation and customer persona mapping help in problem identification and in framing a well-defined problem statement. Support your answer with suitable examples.	10
