

<b>Trim: June – Nov 24</b>		
<b>Maximum Marks: 50 marks Examination: ETE Exam Date: 07-11-24 Duration: 2 hours</b>		
<b>Programme code:</b> 01 <b>Programme:</b> MBA	<b>Class:</b> FY	<b>Semester/Trimester:</b> I
<b>College:</b> K. J. Somaiya Institute of Management	<b>Name of the department/Section/Center:</b> General Management	
<b>Course Code:</b> 317P01C104	<b>Name of the Course:</b> Design Thinking and Entrepreneurship	
<b>Instructions:</b> All Questions are compulsory Use separate Answer-sheets for Part A & Part B		

Question No.	<b>Part A: Design Thinking</b>	Max. Marks
1	<p>Design-centric corporations have about five times more loyal customers than those neglecting this aspect. They also display stock prices about 30 percent above their competitors and are four to five times more likely to have happy employees: In view of this statement, explain the following with examples (Attempt any <b>TWO</b>)</p> <p>a) User-Centric approach and Empathy b) Divergent and Convergent thinking c) Horizontal Thinking vs Vertical Thinking</p>	5X2 =10
2	<p>Imagine yourself as a Design Thinker. Develop a prototype using five phases of Design Thinking methodology. Select any <b>ONE</b> theme. Draw relevant figures/Diagrams/Maps.</p> <p>Agriculture / Toys / Renewable Energy / Water / Edtech &amp; Skilling / Healthcare / Financial Inclusion / ITES / Tourism / Waste Management</p>	15
<b>Part B: Entrepreneurship</b>		
Q.1 is compulsory Attempt any one question from Q-2 & Q-3		
1	<p>Aniket and Shinil Shekhar started AirPix in 2013 with an aim to provide complete end to end solutions for clients from drone data acquisition, drone data processing, analysis, and development or integration of web and mobile applications. Airpix has three categories of solutions under drones.</p> <p>a. Carry out large area surveying and mapping. b. Critical asset inspection. c. Monitoring large infrastructure project progress.</p> <p>The end motive is getting a report on actionable data points to design or assimilate the projects,” explains Aniket.</p> <p>Airpix relies on AI/ML to provide new age solutions. They shared, “We deploy and employ a lot of AI-based back-end automation in our company. All the data points that are collected makes it very difficult for it to be analysed manually. We have built many products to solve this problem at a very fast pace.”.</p> <ul style="list-style-type: none"> <li>Discuss different possible market segments</li> <li>Discuss key partnerships options for this venture</li> </ul> <p>The firm has to approach a bank for a loan to scale-up the operations. What are the pros and cons to be considered?</p>	15
2	<p>Write short notes on any two</p> <p>a- Bird in hand principle of Effectuation b- Role and importance of Incubators in entrepreneurship ecosystem c- Reasons of failure of start ups</p>	10
3	<p>KassCare is a Kolkata-based skincare brand which offers a range of skincare products, specifically designed to address issues such as ageing and acne. Currently, the brand sells face wash, serums, night creams for the monsoon season, and products for anti-ageing, oil control, acne care, and more. It also offers</p>	10

	<p>a bath and body range. The products fall in the price range of Rs 970 to Rs 1,650.</p> <p>If you are the Venture Capitalist (investor) what key questions (Atleast 4) would you ask the founder (Mukul) before making the decision for any investment in KassCare.</p>	
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