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NOIDA INSTITUTE OF ENGINEERING AND TECHNOLOGY, GREATER NOIDA
(An Autonomous Institute Affiliated to AKTU, Lucknow)

MBA-IEV

SEM: I - THEORY EXAMINATION (2025 - 2026)

Subject: Opportunity Mapping

Time: 3 Hours

Max. Marks: 100

General Instructions:

IMP: Verify that you have received the question paper with the correct course, code, branch etc.

1. This Question paper comprises of **three Sections -A, B, & C**. It consists of Multiple Choice Questions (MCQ's) & Subjective type questions.

2. Maximum marks for each question are indicated on right -hand side of each question.

3. Illustrate your answers with neat sketches wherever necessary.

4. Assume suitable data if necessary.

5. Preferably, write the answers in sequential order.

6. No sheet should be left blank. Any written material after a blank sheet will not be evaluated/checked.

SECTION-A

20

1. Attempt all parts:-

- 1-a. Technological disruption refers to: (CO1,K1) 1
- (a) Minor product improvement
 - (b) Increase in labour
 - (c) Cost inflation
 - (d) Replacement of existing models by new technology
- 1-b. Identifying pain points helps firms to: (CO1,K1) 1
- (a) Reduce quality
 - (b) Copy competitors
 - (c) Avoid innovation
 - (d) Develop customer-centric solutions
- 1-c. Select the startup which developed a popular cryptocurrency exchange platform? (CO2,K1) 1
- (a) DoorDash
 - (b) Coinbase
 - (c) Lyft
 - (d) Airbnb
- 1-d. TikTok's rapid adoption was due to: (CO2,K1) 1
- (a) Algorithm-driven content discovery
 - (b) Manufacturing hardware
 - (c) Grocery delivery
 - (d) Taxi network

- 1-e. Select the healthcare company which developed mRNA vaccines? (CO3,K1) 1
- (a) Moderna
 - (b) TikTok
 - (c) Uber
 - (d) Paytm
- 1-f. Select the fintech giant which built payments tools for online businesses? (CO3,K1) 1
- (a) Stripe
 - (b) Zoterio
 - (c) Practo
 - (d) Coursera
- 1-g. A core activity for an Edtech startup is: (CO4,K1) 1
- (a) App development & content creation
 - (b) Vehicle rental
 - (c) Payment processing
 - (d) Lab testing
- 1-h. Select the channel which is suitable for reaching Edtech users? (CO4,K1) 1
- (a) Social media & school tie-ups
 - (b) Retail stores
 - (c) Ride-sharing apps
 - (d) TV channels only
- 1-i. A relevant pain point in Indian E-commerce could be: (CO5,K1) 1
- (a) Slow last-mile delivery
 - (b) High-speed internet abroad
 - (c) Low tax rates in US
 - (d) Manufacturing cost in China
- 1-j. Time perspective includes: (CO5,K1) 1
- (a) Market readiness & adoption speed
 - (b) Manufacturing duration
 - (c) Employee training
 - (d) Stock availability

2. Attempt all parts:-

- 2.a. List the role of demand and supply shifts in evolving markets. (CO1, K2) 2
- 2.b. Describe the role of venture capital in sustaining high-growth startups. (CO2,K2) 2
- 2.c. Give example of an international fintech success model to emerging economies. (CO3,K2) 2
- 2.d. List some regulatory changes/policies which has impact on business model design. (CO4,K2) 2
- 2.e. Describe how socio-economic factors influence opportunity relevance. (CO5,K2) 2

SECTION-B

30

3. Attempt all parts:-

- 3.a. Answer any one of the following:-
- 3.a.(i) Analyze the various opportunities that exist within a market and how firms identify them. (CO1,K4) 6
- 3.a.(ii) Analyze the impact of globalization on emerging market opportunities. (CO1,K4) 6
- 3.b. Answer any one of the following:-
- 3.b.(i) Explain how startups use innovation to enter emerging markets successfully. (CO2,K3) 6
- 3.b.(ii) Explain how startups adapt to changing market conditions to survive. (CO2,K3) 6
- 3.c. Answer any one of the following:-
- 3.c.(i) Discuss how EdTech startups addressed gaps in traditional education systems. (CO3,K3) 6
- 3.c.(ii) Explain how digital health platforms improved healthcare delivery. (CO3,K3) 6
- 3.d. Answer any one of the following:-
- 3.d.(i) Analyze how market size and growth potential are evaluated through sectorial mapping. (CO4,K4) 6
- 3.d.(ii) Examine how Idea Canvas supports decision-making for entrepreneurs. (CO4,K4) 6
- 3.e. Answer any one of the following:-
- 3.e.(i) Explain how relevance of a problem determines the success of a startup idea. (CO5,K3) 6
- 3.e.(ii) Evaluate how changing consumer behavior affects idea relevance over time. (CO5,K4) 6

SECTION-C 50

4. Answer any one of the following:-
- 4-a. Discuss how competitive forces and innovation affect the availability and growth of market opportunities. (CO1,K4) 10
- 4-b. Discuss a case where organizing the unorganized labor or services created a scalable business opportunity. (CO1,K4) 10
5. Answer any one of the following:-
- 5-a. Critically assess the effectiveness of opportunity recognition strategies adopted by startups over the last decade. (CO2,K6) 10
- 5-b. Evaluate the funding strategy of a successful startup and discuss how it influenced market expansion and sustainability. (CO2, K6) 10
6. Answer any one of the following:-
- 6-a. Explain the role of mobile technology in the success of Indian FinTech startups. (CO3,K3) 10
- 6-b. Apply cross-sector examples to explain competitive advantage in emerging industries. (CO3,K3) 10
7. Answer any one of the following:-
- 7-a. Develop an Idea Canvas for a healthcare startup focusing on remote patient monitoring. (CO4, K4) 10
- 7-b. Suggest key activities for scaling a rural e-learning platform sustainably. (CO4 ,K4) 10

8. Answer any one of the following:-

- 8-a. Analyze a major logistics problem in e-commerce and map it to Time, Fund Flow, and Solutions relevance.(CO5,K4) 10
- 8-b. Identify a major problem in the renewable energy sector and evaluate its relevance based on time and fund flow in India.(CO5, K5) 10

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