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

MBA IEV

SEM: III - 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. A primary characteristic of an unorganized sector in India is its lack of: (CO1,K1) 1
- (a) Profitability
- (b) Market presence
- (c) Formal structure and regulations
- (d) Skilled labor
- 1-b. The concept that persistent problems faced by consumers can lead to new business ideas is centered around: (CO1,K1) 1
- (a) Market evolution stages
- (b) SWOT analysis
- (c) Customer pain points
- (d) Industrial organization
- 1-c. The phrase "right place at the right time" for a startup often refers to launching when there is: (CO2,K1) 1
- (a) A clear market need or trend
- (b) Maximum number of competitors
- (c) Low internet usage
- (d) High economic stability
- 1-d. For a startup, capturing a relevant market effectively requires a deep understanding of: (CO2,K1) 1
- (a) Only its own product
- (b) Only its funding needs
- (c) Only its office location

- (d) Its target customers and their behavior
- 1-e. The ability to consult a doctor via a mobile app is an innovation in the: (CO3,K1) 1
- (a) E-commerce sector
- (b) Healthtech sector
- (c) Mobility sector
- (d) Fintech sector
- 1-f. The global success story of Airbnb disrupted the traditional: (CO3,K1) 1
- (a) Hospitality and hotel industry
- (b) Airline industry
- (c) Banking industry
- (d) Automotive industry
- 1-g. When conducting market research for a new idea, 'purchasing behavior' refers to: (CO4,K1) 1
- (a) How consumers make buying decisions
- (b) The manufacturing cost of a product
- (c) The company's profit margin
- (d) The design of a product's packaging
- 1-h. The 'Key Activities' in an Idea Canvas are the most important things a company must do to: (CO4,K1) 1
- (a) Secure a business loan
- (b) Make its business model work
- (c) Decorate its office
- (d) Write a mission statement
- 1-i. The primary purpose of creating an Idea Canvas is to: (CO5,K1) 1
- (a) Write a detailed financial report
- (b) Visually structure and validate the core elements of a business idea
- (c) Design a company's logo and branding
- (d) List the personal details of all founders
- 1-j. A deep understanding of the 'Pain Point' allows an entrepreneur to: (CO5,K1) 1
- (a) Ignore customer feedback
- (b) Design a solution based on assumptions
- (c) Develop a solution that customers truly need and want
- (d) Set the highest possible price point
2. Attempt all parts:-
- 2.a. Describe the term 'market opportunity' in a single sentence. (CO1,K2) 2
- 2.b. Name two key elements that constitute the 'right time' for a startup launch. (CO2,K2) 2
- 2.c. Outline the basic meaning of a 'Digital Wallet'. (CO3,K2) 2
- 2.d. List two key components typically included in an Idea Canvas for preparing Business Model. (CO4,K2) 2
- 2.e. Describe the concept of 'Pain Point' in the context of idea development. (CO5,K2) 2

SECTION-B

30

3. Attempt all parts:-

3.a. Answer any one of the following:-

3.a.(i) Examine the cause-and-effect relationship between a specific technology and the decline of a corresponding traditional industry. (CO1,K3) 6

3.a.(ii) Explain the significance of identifying 'Opportunities' in the external environment for a startup. (CO1,K3) 6

3.b. Answer any one of the following:-

3.b.(i) Demonstrate how a startup in the education technology sector adapted to the trend of remote learning. (CO2,K4) 6

3.b.(ii) Diagnose the most probable reason for the failure of a startup that had a popular product but poor financial management. (CO2,K4) 6

3.c. Answer any one of the following:-

3.c.(i) Illustrate with a suitable example how a company in the Mobility sector transformed urban commuting. (CO3,K4) 6

3.c.(ii) Explain the significance of customer trust and data security for the sustainability of companies in the Fintech sector. (CO3,K3) 6

3.d. Answer any one of the following:-

3.d.(i) Compare the Subscription business model with the Transactional (or One-time Sale) model. (CO4,K2) 6

3.d.(ii) Prepare a step-by-step approach to identify the target customer segment for a new eco-friendly clothing brand. (CO4,K3) 6

3.e. Answer any one of the following:-

3.e.(i) Distinguish between ideas that are innovative and those that are merely incremental improvements. (CO5,K2) 6

3.e.(ii) Formulate a brief argument on why 'Time perspective' is crucial for business success. (CO5,K4) 6

SECTION-C

50

4. Answer any one of the following:-

4-a. Evaluate the long-term socio-economic impact of 'organizing the unorganized' sectors in India, considering both benefits and potential drawbacks. (CO1,K4) 10

4-b. Describe the complete process of how a specific technology (e.g., UPI) disrupted an established industry (e.g., banking), detailing the before and after scenarios. (CO1,K3) 10

5. Answer any one of the following:-

5-a. Synthesize the concepts of market timing, team execution, and capital efficiency to propose a holistic model for predicting startup success. (CO2,K3) 10

5-b. Analyze a case study of a startup that failed after raising Series A funding. Identify and elaborate on the top three reasons for its failure. (CO2,K3) 10

6. Answer any one of the following:-

6-a. Critique the potential societal challenges, such as job displacement in traditional retail or the digital divide, arising from the rapid growth of emerging 10

sectors. (CO3,K3)

- 6-b. Illustrate with examples how data analytics is used by companies in the Edtech sector to personalize the learning experience for students. (CO3,K3) 10
7. Answer any one of the following:-
- 7-a. Design a conceptual model for a 'sustainability-focused' Idea Canvas that integrates environmental and social impact metrics. (CO4,K6) 10
- 7-b. Calculate the potential market size for a new online learning platform targeting a specific professional skill, outlining your assumptions. (CO4,K3) 10
8. Answer any one of the following:-
- 8-a. Formulate a critical analysis of the statement: "First-mover advantage always ensures business success." (CO5,K3) 10
- 8-b. Illustrate with examples how successful businesses have timed their market entry perfectly. (CO5,K4) 10

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