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VII Semester B.V.A. Degree Examination, April/May- 2024

PRODUCT DESIGN

Design Studio Management

(Non-NEP CBCS Scheme)



Time : 3 Hours

Maximum Marks : 70

SECTION - A

Answer any **Five** questions.

(5×2=10)

- 1) Define Innovation and Invention.
- 2) What is pitch-deck?
- 3) State the need for Initial Public Offering (IPO).
- 4) What is geographical indication tag (GI tag)?
- 5) What is 'SWOT' analysis?
- 6) Define business canvas model.

SECTION - B

Answer any **Four** questions.

(4×5=20)

- 1) List 6 types of investments for a start-up.
- 2) List the elements of pitch-deck.
- 3) Discuss B2B, B2C, C2C.
- 4) Define product, process and technological innovation.
- 5) Define innovation in your own words.

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SECTION - C

Answer any **Three** questions.

(3×8=24)

- 1) Describe types of funding with its series at various levels.
- 2) Explain the process of initial public offering 'IPO'.
- 3) What is intellectual property rights and discuss its importance.
- 4) Develop a business canvas model by choosing a problem.

SECTION - D

Answer any **One** question.

(1×16=16)

- 1) What is pitch-deck and describe its elements?
 - 2) Describe the Journey of an entrepreneur with a Case Study.
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