

SHRIMATHI DEVKUNVAR NANALAL BHATT VAISHNAV COLLEGE FOR WOMEN
(AUTONOMOUS)

(Affiliated to the University of Madras and Re-accredited with 'A+' Grade by NAAC)

Chromepet, Chennai - 600 044.

B.Com. A&F - END SEMESTER EXAMINATIONS - NOV'2024

SEMESTER - I

24UAFCT1002 - Product Innovation and Management

Total Duration : 1 Hrs.30 Mins.

Total Marks : 40

Section B

Answer any **TEN** questions ($10 \times 2 = 20$ Marks)

1. What is strategic decision making?
2. What is the purpose of creating prototype?
3. Illustrate how can mass customization be achieved in product design.
4. What is the opportunity cost of capital?
5. Give the meaning of Product vision.
6. What is Minimum Viable Product (MVP)?
7. Name three key principles of user experience design.
8. What is vendor financing?
9. What are entrepreneurial opportunities?
10. Who are Product Managers?
11. List the purpose of wire framing in the design process.
12. Show some elements of franchise.

Section C

Answer any **FOUR** questions ($4 \times 5 = 20$ Marks)

13. Explain the keys to developing winning startup companies and corporate ventures.
14. Illustrate the Product Development life cycle with suitable flow charts.
15. Describe the concept of product-market fit.
16. Prepare some key consideration in building a team for a project.
17. Examine the importance of 3C's in a good business plan.
18. Illustrate the technology adoption curve and its different categories.
