

Q8	A business plan is a written document describing a company's core business activities, objectives, and how they plan to achieve their goals. Corresponding to the same, discuss in detail the various components that contributes to a successful implementation of business plan.	CO 2
Q9	“Opportunity recognition is a first step to any successful startup”. With reference to above, elaborate the various sources of idea generation.	CO 3
Q10	“Team plays a vital role in building a successful venture”. In context, elaborate the various stages of team development i.e., Forming, Storming, Norming and Performing.	CO 4
Q 11	Funding is an important aspect required to scale a business, post fetching the initial few customer”. In detail discuss the various avenues of funding for startup.	CO 5

Section C (20 Marks)

Each Question carries 20 Marks.

Q 12	<p>Case Study- Failure Analysis.</p> <p>The American technology company, Kodak, was built on the culture of innovation and change in 1888. The company was invented and marketed by George Eastman who was a former bank clerk from New York. At that time, it used to be a simple box camera, loaded with 100-exposure roll of film. Kodak held a dominant position in photographic film in its time. Its tagline “Kodak Moments” was so famous that it was used for promoting events. The real genius of founder Eastman lied in his marketing strategy. He launched an advertising campaign which featured children and women operating the camera with a slogan, “You press the button, we do the rest.”</p> <ol style="list-style-type: none"> 1. In 1935, produced the first mass-market color film in 16 and 8mm. 2. Kodak owned the film market with 90% of the market share in the 1970s. 3. Created the first digital camera in 1975. <p>The first digital camera was designed by a Kodak engineer, Steve Sasson in 1975. It was filmless photography at that time, so they didn’t want to threaten their film business so didn’t do the marketing of the Digital camera. Whereas other digital companies like Sony, Nikon, Fujifilm took full advantage of the situation. Kodak couldn’t get on the nerve of modern technology and remained in denial for long about digital photography while all the other brands adapted the change by introducing electronic cameras. Even before digital photography they were failing to keep up as its rivalry Fujifilm started doing a better job than them. In January 2012, the big name went bankrupt because of not making the smart move into the digital world fast enough. On February 9, 2012, Kodak announced that it will exit the digital image capture business.</p> <p>Answer the following questions (5x4=20)</p> <ol style="list-style-type: none"> I. In Brief elaborate the initial marketing strategy of Kodak, which made them acquire the market. II. Discuss how the Kodak failed and missed the opportunities in the technology they themselves invented. III. Finally, what went wrong which made them exit from the market? IV. Failure always leads to learning and creates a path for further improvement. Enumerate the learning insights you obtained from the above case study of Kodak. 	CO 1
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