Assignment 4

The due date for submitting this assignment has passed. As per our records you have not submitted this assignment.

1. What are the essential parameters for successful commercialisation?
   - Desirability of the product for the customer
   - Feasibility to design and manufacture the product by the start-up
   - Viability of the product for the customer as well as company
   All of the above
   - the answer is incorrect.
   - the answer is incorrect.
   - Accepted Answers:
     - All of the above

2. As an emerging economy, India should have started with:
   - Ample funds to project investors to achieve scale even if it means funding losses
   - Ample funds to achieve both scale and sustainability
   - Ample funds by government funding
   - None of the above
   - the answer is incorrect.
   - the answer is incorrect.
   - Accepted Answers:
     - Are funded to achieve both scale and sustainability

3. Which of the following represent the different typologies of markets:
   - Evolved market
   - Exciting market
   - Miss market
   - All of the above
   - the answer is incorrect.
   - the answer is incorrect.
   - Accepted Answers:
     - All of the above

4. The following statements represent the route of disruption EXCEPT:
   - Disruption leads to the creation of new markets by providing different value proposition
   - Disruption is viewed as the disruption of evolution of businesses over time
   - Disruption can occur only in the existing markets
   - All of the above
   - the answer is incorrect.
   - the answer is incorrect.
   - Accepted Answers:
     - Disruption can occur only in the existing markets

5. Which of the following can cause the disruption
   - Shift in consumer preferences
   - Integration of compatible, unconnected products
   - Public politics
   - All of the above
   - the answer is incorrect.
   - the answer is incorrect.
   - Accepted Answers:
     - All of the above

6. Which of the following states the examples of digital disruptions
   - Wikipedia – Encyclopedia
   - Online education – Physical classroom
   - Online education – Physical classroom
   - All of the above
   - the answer is incorrect.
   - the answer is incorrect.
   - Accepted Answers:
     - All of the above

7. A startup company is called unicorn when:
   - The start-up is valued over $1 Billion
   - The start-up is valued over $100 Million
   - The start-up is valued over $100 Billion
   - The start-up is valued over $1 Trillion
   - the answer is incorrect.
   - the answer is incorrect.
   - Accepted Answers:
     - The start-up is valued over $1 Billion

8. Which of the following startups is based in India:
   - Amazon
   - Apple
   - Reliance Power
   - Uber
   - the answer is incorrect.
   - the answer is incorrect.
   - Accepted Answers:
     - Reliance Power

9. Which of the following Indian start-ups is valued as the world’s largest independent mobile advertising platform?
   - InMobi
   - TikTok
   - Zoho
   - PharmEasy
   - the answer is incorrect.
   - the answer is incorrect.
   - Accepted Answers:
     - InMobi

10. Which are the dominant factors/benefits contributing to the startup evolution in India?
    - The number of
    - Running out of cash
    - Not having the right team
    - All of the above
    - the answer is incorrect.
    - the answer is incorrect.
    - Accepted Answers:
      - All of the above