	Unit – III		
	Part – A (1 Mark)		
1.	Define opportunity assessment.	L1	CO3
2.	Explain the purpose of global competitor mapping.	L2	CO3
3.	How can industry trends help in identifying business opportunities?	L3	CO3
4.	Analyze the importance of market sizing for a new venture.	L4	CO3
5.	Expand TAM, SAM, and SOM.	L1	CO3
6.	Differentiate between TAM, SAM, and SOM.	L4	CO3
7.	Define a prototype.	L1	CO3
8.	Explain the concept of a Minimum Viable Product (MVP).	L2	CO3
9.	Analyze the importance of validation in prototype development.	L4	CO3
10.	What is meant by prototype testing**?**	L1	CO3
	Part – B (10 Marks)		
1.	Apply global competitor mapping to assess a selected business opportunity.	L3	CO3
2.	Explain the process of opportunity assessment for a new business venture.	L2	CO3
3.	Analyze the influence of industry trends on the potential of a business opportunity.	L4	CO3
4.	Explain the importance of market sizing in evaluating a business opportunity.	L2	CO3
5.	Develop a basic approach to assess the potential scale of a selected business opportunity.	L3	CO3
6.	Analyze the role of prototyping in the development of a new product or service.	L4	CO3
7.	Explain the concept and importance of a Minimum Viable Product (MVP).	L2	CO3
8.	Develop a prototype or MVP for a selected customer problem and describe how it can be tested.	L3	CO3
9.	Analyze the role of testing and validation in improving a prototype before market launch.	L4	CO3
10.	Compare TAM, SAM, and SOM in evaluating the market potential of a business idea.	L4	CO3