

Code: BA3T2

PVP 12

**II MBA-I Semester-Regular Examinations FEBRUARY 2014**

**BUSINESS MODELS**

Duration: 3hours

Max. Marks: 70

**SECTION-A**

**1. Answer any FIVE of the following: 5 x 2 = 10 M**

- a. Value Propositions
- b. Customer Segments
- c. List out the sources of financing
- d. Strategic Collaboration
- e. Ethics
- f. Patent
- g. Venture Capital
- h. B2B Model

**SECTION – B**

**Answer the following: 5 x 10 = 50 M**

2. a) Discuss in brief nine blocks of a canvas.

OR

b) How do you generate business model?

3. a) Describe seven C's model.

OR

b) Discuss in detail the Execution of a business model.

4. a) Explain various sources of financing for a new business.

OR

b) Describe various cost drivers in a business model.

5. a) Define Corporate Social responsibility? Also explain various types of responsibilities.

OR

b) Discuss the drivers of irresponsibility.

6. a) Explain in detail business excellence framework of USA.

OR

b) Discuss in brief CII – EXIM Model of India.

### **SECTION – C**

**7. Case Study**

**1 x 10 = 10 M**

Develop a business model for online education.