

Code: BA3T2

**II MBA - I Semester - Regular / Supplementary Examinations  
DECEMBER 2017**

**BUSINESS MODELS**

Duration: 3 hours

Max. Marks: 70

**SECTION-A**

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

- a) Retained earnings.
- b) Value proposition.
- c) Define corporate Social responsibility.
- d) Elaborate EFQM.
- e) What is debt?
- f) What are the cost drivers?
- g) State the cost structure.
- h) What are the drivers of Irresponsibility?

**SECTION – B**

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

- 2. a)** “The Business Model Canvas is a strategic management and lean start-up template for developing new or documenting existing business models” Justify the statement and brief on the elements of effective business model.

(OR)

b) Discuss the nine key blocks to develop a successful business model for a flourishing enterprise in detail with an appropriate illustration.

3. a) “Resources are Appropriable when they are appropriately organized to obtain full benefits in order to realize a competitive advantage” justify the statement and brief on the VRISA analysis.

(OR)

b) Provide a detailed note on BS2PE framework for model for execution.

4. a) “Cost drivers determine the cost behavior within the activities, reflecting the links that these have with other activities and relationships that affect them” rationalize the statement with an appropriate illustration.

(OR)

b) What are the various sources of finance and discuss the profitability of using the internal and external sources of finance for a new business concern?

5. a) What is corporate responsibility? What steps have businesses taken to ensure that they are acting as responsible members of society?

(OR)

b) What’s the board’s role in corporate governance and how does that differ from management’s role?

6. a) Discuss the importance of core values and concepts in business excellence models and state the business excellence frameworks of USA.

(OR)

b) Explain the Indian business excellence model (CII- EXIM model) and state how it will support the innovation for growth in Indian business firms?

## SECTION – C

### 7. Case Study

**1 x 10 = 10 M**

Management of Global Ltd. fulfils all its objectives and the organization is able to work effectively and efficiently. It is using environment friendly methods of production and disposing off the waste material either by recycling it or using the same for landfill in such a manner that the aquatic life is not disturbed. Thus it also provides employment opportunities to the disadvantaged sections of the society.

- a) Identify the objective of management of Global Ltd. Which it wants to fulfil by doing the above activities.
- b) State any two other objectives that the management of Global Ltd. Should fulfil.
- c) Identify any two values which management of Global Ltd. Can communicate through fulfilling the objectives as stated
- d) Identify any two values which Global Ltd desires to emphasise through its above stated activities.

Question: Develop an attractive business model by formulating CSR objectives for Global Ltd.