

Code: BA3T2

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

**BUSINESS MODELS**

Duration: 3 hours

Max. Marks: 70

**SECTION-A**

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

- a. VRISA analysis
- b. Customer Segments
- c. Franchise
- d. Strategic Collaboration
- e. Ethics
- f. Independent Director
- g. EFQM
- h. B2C Model

**SECTION – B**

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

2. a) Explain the elements of a successful business model.

OR

b) Discuss in brief Value Propositions, Channels, Cost Structure and revenue streams.

3. a) Describe the sources of competitive advantage.

OR

b) Discuss in detail BS2PE Framework.

4. a) “Retained earnings, working capital, debt, equity and strategic collaboration” are the various sources of financing for a new business – Justify?

OR

b) Describe Industry, resource, Activity and position drivers in a business model.

5. a) Explain the need and importance of corporate social responsibility.

OR

b) Describe the structure of corporate governance.

6. a) Explain the role of core values and concepts in a successful business model.

OR

b) Explain the business excellence model of India.

## SECTION – C

### **7. Case Study**

**1 x 10 = 10 M**

Develop a business model for various online bank services.