

Code: BA3T2

## II MBA-I Semester-Regular Examinations - JANUARY 2016

### 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. Working capital
- c. Ethical responsibility
- d. MBNQA
- e. EFQM
- f. Venture capital
- g. Competitive advantage
- h. Strategic collaboration

#### SECTION – B

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

2. a) Explain the need and significance of a Business Model.

Discuss the steps involved in generating a business model.

OR

b) Explain briefly the nine building blocks of a canvas.

3. a) Discuss the sources of competitive advantage.

OR

b) Describe the salient features of BS2PE framework.

4. a) Give a brief account of the different cost drivers in a business model.

OR

b) Explain in detail the various sources of financing for a business entity.

5. a) What do you mean by Corporate Social Responsibility? Explain its need and significance.

OR

b) “Corporate Social Responsibility has a direct bearing on the brand equity of any big firm”, do you agree?

6. a) Explain CII-EXIM Model of India.

OR

b) Discuss the core values of different business excellence models.

### **SECTION – C**

#### **7. Case Study**

**1 x 10 = 10 M**

Develop a business model for an online travel services organization.