

Code: BA3T2

**II MBA - I Semester - Regular / Supplementary Examinations  
DECEMBER 2016**

**BUSINESS MODELS**

Duration: 3hours

Max. Marks: 70

**SECTION-A**

**1. Answer any FIVE of the following:**

**5 x 2 = 10 M**

- a) Customer Segments
- b) Value propositions
- c) Legal responsibility
- d) CII-EXIM model
- e) Business excellence
- f) Patents
- g) Competitive strategy
- h) Independent director

**SECTION – B**

**Answer the following:**

**5 x 10 = 50 M**

2. a) Define a Business Model. Explain its significance in the technology driven LPG era.

**OR**

b) Explain the essential elements of a successful business model.

3. a) Discuss the salient features of VRISA analysis.

OR

b) Describe the suitability and significance of Seven Cs model.

4. a) “In the new age management, strategic collaboration is increasingly becoming popular as a major source of financing” elucidate.

OR

b) Discuss briefly the different cost drivers of a business model.

5. a) Define Corporate Social Responsibility. Explain its relevance to the contemporary business environment.

OR

b) Discuss the different drivers of irresponsibility.

6. a) Explain the EFQM business excellence model of Europe.

OR

b) Comment on the MBNQA business excellence framework.

## **SECTION – C**

### **7. Case Study**

**1 x 10 = 10 M**

Develop a business model for an online educational services organization.