

Register No.: Name.:

SAINTGITS COLLEGE OF ENGINEERING (AUTONOMOUS)

(AFFILIATED TO APJ ABDUL KALAM TECHNOLOGICAL UNIVERSITY, THIRUVANANTHAPURAM)

FOURTH SEMESTER MBA DEGREE EXAMINATION (Regular), JULY 2022

(2020 Scheme)

Course Code : 20MBA280

Course Name: New Business Models

Max. Marks : 60

Duration: 3 Hours

PART A

(Answer all questions. Each question carries 2 marks)

1. Define the term “Business Model Innovation”?
2. Explain the “Novelty” concept in Zott and Amit framework with an example?
3. Demonstrate the different types of business model management?
4. Show the various industry forces and how it impacts the business environment?
5. Define E-business models with an example?

PART B

(Answer any 3 questions. Each question carries 10 marks)

6. Illustrate how the business model creates, captures, and delivers value with an example?
7. Distinguish hybrid business with the traditional business model, and support the statement with example?
8. Analyze the concept of design, implementation, operation, modification, and control of the business model management process?
9. Estimate the factors to be considered by an organization for evaluating its business model?
10. Identify Sharing Economy business model with an example?

PART C

(Compulsory question, the question carries 20 marks)

11. Zerona Honey cottage, a leading honey manufacturer and distributor company in India closed the financial year 2016-17 with sales of `1.3 billion and a growth of 9 percent over the financial year 2015-16. The company was reporting increasing profits in the last 3 years. Also, the growth of the company was highest than the other competitors. The company received an offer to acquisition with Raven Industries which is a pioneer in the FMCG business. Joining hands with Raven can enable Zerona to enter global unexplored markets. After the merger, the Zerona company may lose its brand name. The majority of directors wish to join Raven to increase competition from local brands that focuses on organic products. while a few others suggest dropping the plan and introducing a competing variant for the global market. To address this dilemma top-level management, try to analyze the existing business model and business environment.

- a) Identify the business model canvas framework with respect to Zerona company
Marks (10)
- b) Develop any novelty/lock in /Complementarities /efficiency practices that can be applied to the existing business model by the company to differentiate among competitors?
Marks (10)
