Name:

Enrolment No:



UPES

End Examination, April-May 2024

Course: Innovation & Entrepreneurship
Program: INT-BBA-MBA

Semester: 4th
Time: 03 hrs.

Program: INT-BBA-MBA Time: 03 hrs.
Course Code: UCIE 2003 Max. Marks: 100

Instructions:

SECTION A 10Qx2M=20Marks

S. N		Marks	CO
Q 1			
i.	Which term refers to the foundational concepts upon which digital business models are built? a) Digital infrastructure b) Foundations of Digital Business Models	2 Marks	CO1
	c) Business digitization d) Technological integration		
ii.	What is the primary focus of a B2C digital business model? a) Business-to-Business transactions b) Business-to-Consumer transactions c) Business-to-Government transactions d) Business-to-Market transactions	2 Marks	CO1
iii.	Which business model emphasizes providing content as its primary value proposition? a) The Commerce Business Model b) The Connection Business Model c) The Content Business Model d) The Context Business Model	2 Marks	CO1
iv.	What is the main objective of a Hybrid Digital Business Model? a) To focus solely on offline operations b) To integrate both digital and traditional business strategies c) To eliminate traditional business models altogether d) To prioritize digital marketing over product development	2 Marks	CO1
v.	Which type of business model emphasizes collaboration and partnership between different entities? a) The Sourcing Business Model b) The Sales Business Model c) The Supportive Collaboration Business Model d) The Service Broker Business Model	2 Marks	CO1
vi.	What does B2B stand for in B2B Digital Business Models? a) Business to Best Practices	2 Marks	CO1

	2Qx15M= 30 Marks		
	SECTION-D	1	
Ų.0	illustrating the importance of an integrated approach.	10 Marks	CO3
Q.7 Q.8	Compare and contrast B2C and B2B Digital Business Models, considering their unique characteristics and operational strategies. Analyze the different types and processes of Business Model Innovation,	10 Marks	CO3
Q.6	Models, highlighting their advantages and challenges.	10 Marks	CO3
0.6	3Qx10M=30 Marks Explore the development and implementation of Hybrid Digital Business	T	
	SECTION-C		
Q 5	Describe the role of Digital as a Business Model and its impact on traditional business practices.	5 Marks	CO2
Q 4	What are the levels and goals of Business Models? How do they influence strategic decisions?	5 Marks	CO2
Q 3	Explain the classifications of Business Models and provide examples for each.	5 Marks	CO2
Q 2	Define the concept of Business Model and its significance in digital contexts.	5 Marks	CO2
	4Qx5M= 20 Marks		
	SECTION B		
	d) Integrated Approach		
	b) Business Model Integration c) Model Convergence		
	a) Digital Fusion b) Pusings Model Integration	2 Marks	
	into a cohesive model?		
х.	Which term describes the process of integrating various business elements		CO1
	d) Avoiding technological advancements		
	c) Maintaining the status quo		
	b) Continuous improvement	2 Marks	
14.	a) Replicating existing models		CO1
ix.	What is the key aspect of business model innovation?		CO1
	c) Facebook d) Amazon		
	b) Google		
	a) Apple	2 Marks	
	unfair advantage in the market?		
viii.	Which company is known for its asymmetric business model, creating an		CO1
	d) Technological Revolution		
	c) Market Disruption		
	b) Business Model Innovation	2 Marks	
· 11•	a) Digital Transformation		001
vii.	Which term refers to the process of creating new digital business models?		CO1
	c) Business to Base d) Business to Buyer		
	b) Business to Business		

Q.9	Explore the advantages and challenges associated with the Sourcing Business Model, considering factors such as cost efficiency, supplier relationships, and supply chain management. And Provide examples of companies that effectively utilize the Sourcing Business Model and analyze their strategies for success.	15 Marks	CO4
Q.10	Reflect on the future trends and challenges shaping the landscape of Business Model Innovation, considering the evolving nature of industries, globalization, and digital transformation	15 Marks	CO4