



Name:
Enrolment No:

UPES

End Semester Examination, May 2023

Course: Digital Business Models & Design Principles
Program: MBA DB
Course Code: DIGM 8003

Semester: IV
Time: 03 hrs.
Max. Marks: 100

Instructions:

SECTION A
10Qx2M=20Marks

S. No.		Marks	CO
Q 1	Statement of question		
(i)	Briefly explain the subscription based business model with examples.		CO1
(ii)	What is context business model? Explain briefly.		CO1
(iii)	Name some prominent economic content providers.		CO1
(iv)	What is e-entertainment business?		CO1
(v)	What is reverse auction?		CO1
(vi)	What is Adhaar Payment Bridge System?		CO1
(vii)	In context of the 'Amazon's case' what are the initiatives taken by Amazon Inc. in the field of retailing and advertising?		CO1
(viii)	What is amazon web services? Explain briefly.		CO1
(ix)	In context of 'Cloud wars' case which cloud provider is the market leader since its inception and why?		CO1
(x)	What is a corporate spin out?		CO1

SECTION B
4Qx5M= 20 Marks

Q2	Statement of question		
(i)	What is the difference between an inventory model and a marketplace model?		CO2
(ii)	Briefly describe the sub-categories in content business model.		CO2
(iii)	What is payment business model in fintech industry. Explain with few examples.		CO2
(iv)	What are the different types of crowdfunding business models?		CO2

SECTION-C
3Qx10M=30 Marks

Q3	Statement of question		
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(i)	Compare the traditional business models with digital business models and list some key differences with examples.		CO3
(ii)	In the era of digital businesses, how does the advertising business creates, delivers, captures, and defends the value? Explain with examples.		CO3
(iii)	How Fedex has revolutionized its logistics business by partnering with Microsoft? Explain in detail.		CO3
SECTION-D 2Qx15M= 30 Marks			
Q4	Statement of question		
(i)	Explain how the advent of digital business models disrupted the following industries: <ul style="list-style-type: none"> a. Telecoms b. Advertising c. Transportation d. Finance e. Automotive 		CO4
(ii)	<i>"In digital businesses, companies create demand for new partners, new products, new users, new markets or new ways of defending value"</i> Explain this statement in context of Apple Inc.		CO4