



**PRESIDENCY UNIVERSITY, BENGALURU
SCHOOL OF MANAGEMENT**

Max Marks: 100

Max Time: 180 Mins

Weightage: 50%

Set A

COMPREHENSIVE EXAMINATION

II Semester 2016-2017

**Course: MBA A 126 Business and Management
Models**

09 June 2017

Part A

(4 Q x 5 M= 20 Marks)

1. What do you understand by the term called 'Business Model'?
2. Name the Four Cornerstones of Business Model.
3. What are the three Elements of BM?
4. Name at least four components of Canvas of Business Model.

Part B

(2 Q x 10 M= 20 Marks)

5. Assume that you wanted to start your own business, after completion of your MBA. You had a great idea, but you were not sure how to transform the idea into a successful business. Incidentally the course "Business and Management Model" have exposed you with the methods of Opportunity Assessment and Development of Sustainable Business Model. You have learnt that Market Potentiality Analysis and Actor's Competency Analysis are must before deciding whether to pursue the business idea or not. Now please do the followings:
 - A. Market Potentiality Analysis of your target Market.
 - B. Competency Analysis of the Actor (You as a Business Person).

Part C

(6 Q x 10 M= 60 Marks)

6. After Conducting the 'Business Opportunity Analysis of the Actor', you came to the conclusion that there is a distinctive business opportunity for you. The next task is formulation/ development of 'Business Model' of the proposed Business. The Business Management Modelling course have exposed you about the construct and importance of 'Canvas of Business Model'.

Follow the Canvas framework to develop the 'Business Model' of your proposed business or choose any existing successful business organization and explain the business model of the chosen organization with reference to the following features/functions of Canvas Framework:

- A. Articulate (outline) the 'Value Propositions' of your proposed business or of the chosen business organization.
- B. Describe (outline) the 'Key Activities' of your proposed business or of the chosen business organization.
- C. Identify/ Name the 'Key Partners' of your proposed business or of the chosen business organization.
- D. Detect the 'Customer Segments' of your proposed business or of the chosen business organization.
- E. Identify/Narrate the 'Cost Structures' of your proposed business or of the chosen business organization.
- F. Outline the 'Revenue Streams' of your proposed business or of the chosen business organization.

*** Good Luck ***