

**576362(76)**

**676562(76)**

**M. B. A. (Third Semester) Examination,  
Nov.-Dec. 2020**

**(New Scheme)**

**Specialization : System Management**

**(Management Branch)**

**INTERNET BUSINESS MODELS and BUSINESS  
STRATEGIES (NEW)**

***Time Allowed : Three hours***

***Maximum Marks : 80***

***Minimum Pass Marks : 32***

***Note : Attempt any eight questions. Each questions  
carry 10 marks.***

1. What is E-Commerce? Explain the distinct categories of E-Commerce.

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2. Discuss the porters framework in new economy.
3. What is Value Chain? How to extract value out of the value chain?
4. Discuss economics of information.
5. What is Value Proposition? Why do we need value proposition?
6. Discuss the components of online business model.
7. Why should a firm bother to choose the most appropriate value configuration?
8. What is a Value Shop? What are the primary activities of a value shop?
9. Discuss the market opportunity analysis.
10. Explain the strategy formulation and implementation taking the example of e-bay or yahoo.
11. Discuss the impact of internet on banking industry or health care industry.

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12. Write short notes on : (any two)
  - (i) Virtual Value Chain
  - (ii) Market Opportunity Analysis
  - (iii) Business Model Appraisal
  - (iv) Revenue Models
12. How might the internet be different if it had been developed commercially instead of by the government?