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**M. B. A. (Third Semester) Examination,
Nov.-Dec. 2021**

(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 ten questions. Each questions
carry 8 marks.***

1. Discuss the impact of E-Commerce on the organization.
2. Which of the 5-Cs stands to be most affected by the Internet and why?

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3. Discuss the porters framework in the new economy.
4. What is Value Chain? How is it different from virtual value chain?
5. How to extract value out of value chain.
6. Describe Value Proposition.
7. Discuss the components of Business Models.
8. Explain the different Revenue Models.
9. Why have so many bricks-and-mortar firms survived the Internet despite the disruptive technology model's predictions otherwise?
10. How does the Internet Affect the Primary Activities of the Value Chain?
11. What is Value Shop? Discuss the primary activities of Value Shop.
12. Discuss strategy formulation. How it can be implemented for online firms. Explain.

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13. Explain the strategy formulation and implementation taking the example of e-bay.
14. Discuss Market Opportunity Analysis.