

	b) Business to Business c) Business to Base d) Business to Buyer		
vii.	Which term refers to the process of creating new digital business models? a) Digital Transformation b) Business Model Innovation c) Market Disruption d) Technological Revolution	2 Marks	CO1
viii.	Which company is known for its asymmetric business model, creating an unfair advantage in the market? a) Apple b) Google c) Facebook d) Amazon	2 Marks	CO1
ix.	What is the key aspect of business model innovation? a) Replicating existing models b) Continuous improvement c) Maintaining the status quo d) Avoiding technological advancements	2 Marks	CO1
x.	Which term describes the process of integrating various business elements into a cohesive model? a) Digital Fusion b) Business Model Integration c) Model Convergence d) Integrated Approach	2 Marks	CO1

SECTION B
4Qx5M= 20 Marks

Q 2	Define the concept of Business Model and its significance in digital contexts.	5 Marks	CO2
Q 3	Explain the classifications of Business Models and provide examples for each.	5 Marks	CO2
Q 4	What are the levels and goals of Business Models? How do they influence strategic decisions?	5 Marks	CO2
Q 5	Describe the role of Digital as a Business Model and its impact on traditional business practices.	5 Marks	CO2

SECTION-C
3Qx10M=30 Marks

Q.6	Explore the development and implementation of Hybrid Digital Business Models, highlighting their advantages and challenges.	10 Marks	CO3
Q.7	Compare and contrast B2C and B2B Digital Business Models, considering their unique characteristics and operational strategies.	10 Marks	CO3
Q.8	Analyze the different types and processes of Business Model Innovation, illustrating the importance of an integrated approach.	10 Marks	CO3

SECTION-D
2Qx15M= 30 Marks

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