

Exam questions: Module 2

1. The foundation for any company that wants to be “built to last” is to have a business model that actually supports that objective. Respond to the following questions:

(a) What is meant by: (i) Business Model (5%)

(ii) Business Model Canvas (5%)

(iii) Value proposition (5%)

(iv) Value proposition canvas (5%)

(b) Briefly describe the nine (9) building blocks of the Business Model Canvas (20 %)

2. Møreforsking AS is a research institute that offers research and knowledge-based development services in a wide range of areas. Assume that the management team of Møreforsking AS has decided to establish a site which will be used as a channel for disseminating reports on logistics management.

(a) Briefly suggest and justify revenue models that could be implemented for such a site.
(12%)

(b) Which of the revenue models would you recommend to Møreforsking AS? Why? (8%)

NB: The marks allocated to each question/item are indicative of the total marks that will be awarded if the question/item appears in the final exam
