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Total Number of Pages: 02

Course: MBA
Sub_Code: 18MBA402E

4th Semester Regular/Back Examination: 2023-24
SUBJECT: Managing Digital Innovation and Transformation
BRANCH(S): GM,MBA

Time: 3 Hour
Max Marks: 100
Q.Code : P076

Answer Question No.1 (Part-1) which is compulsory, any eight from Part-II and any two from Part-III.

The figures in the right hand margin indicate marks.

Part-I

Q1 Answer the following questions: (2 x 10)

- What is the meaning of adapt value proposition in digital transformation?
- How relevant are innovation and competition as domains of digital transformation?
- What is the need of innovation in Information Systems?
- Give an example of how technology can be useful for small scale organizations.
- What is the significance of Change Management in context of digital transformation?
- How is digital disruption a welcome sign for business information systems?
- What is meant by social media transformation?
- How does Innovation help in the transformation referred to in the statement, "Turn data into assets"?
- What are the prominent challenges faced in building digital capabilities?
- Give two prominent examples of digital innovation in healthcare management system.

Part-II

Q2 Only Focused-Short Answer Type Questions- (Answer Any Eight out of Twelve) (6 x 8)

- Explain why handling employees during digital transformation in an organization is getting more challenging in case of Millennials and Gen Z employees.
- Explain the state of adoption of technologies in UPI based payment systems in India.
- Explain how different aspects of digital innovation and transformation have helped organizations to adopt hybrid models for workforce (work from home and physical office).
- List out and briefly describe the new technology developments and trends that a common consumer has witnessed in recent past.
- Describe an information system that has undergone drastic changes through usage of cloud computing in any business scenario.
- Explain how social media transformation is impacted through digital innovation and transformation in light of popularity of OTT platforms.

- g) Explain various perspectives of digital innovation and transformation in any given sector of your choice.
- h) How is digital innovation and transformation a driving force for Business Process Reengineering?
- i) Innovation is for large scale firms or for small scale firms – Justify your answers with suitable explanations.
- j) How is crypto currency a game changer in the financial world? Present your view points with proper justification.
- k) Explain different aspects of digitization in a CRM process. Substantiate with suitable examples.
- l) Describe the impact ChatGPT (and similar AI based systems) on information systems and how these changes impact work life. Furnish relevant identifiable examples.

Part-III

Only Long Answer Type Questions (Answer Any Two out of Four)

- Q3** Present a debate on the recent trend of AI based “Deep Fake” worries that the world is facing. Give some suggestions as to how can such threats be controlled. **(16)**
- Q4** E-commerce is undergoing significant changes due to gaming based approach. Discuss how this can help to enhance business with suitable examples or situations. **(16)**
- Q5** Industry 4.0 would not have been such a successful transformation without AI, Cloud Computing and Block-chain.” Furnish a few examples to either support or counter the statement and justify your answer with reasons. **(16)**
- Q6** Explain how innovation in product/service can lead to success for start-up entrepreneurs in business. Furnish suitable examples. **(16)**