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Total Number of Pages : 02

Course: MBA
Sub_Code: 18MBA402E

4th Semester Regular / Back Examination: 2022-23
SUBJECT: Managing Digital Innovation and Transformation
MBA, MBA (A & M), FM&HRM, LSCM, MBA (M & F), RM, BA, FM, GM, HRM, IB, MM

Time : 3 Hour

Max Marks : 100

Q.Code : M204

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)

- How is digital disruption a blessing for of information systems growth?
- How does Innovations help in the transformation referred to in the statement, "Turn data into assets"?
- Briefly state what is NFT?
- What are the relevant domains of digital transformation in terms of understanding the current Social Media Marketing scenario?
- How digital technology can be useful for small scale organizations?
- What is meant by Social computing in the context of community activities?
- How Information Infrastructure is an important aspect in digital transformation process?
- Give two prominent examples of digital innovation in healthcare management system.
- What is Change Management in the context of innovation and transformation?
- How innovation contributes to Business Process Re-engineering in organisations?

Part-II

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

- What is meant by integration between Technology choice and Competitive Advantage? Explain with suitable examples.
- How is crypto currency a game changer in the banking and financial systems? Try to present your view point with proper justification.
- Explain the state of adoption of technologies in UPI based payment systems in our country.
- What are the four stages of technology in the context of service sector innovations and transformation?
- Describe an information system that has undergone drastic changes through usage of cloud computing in the business scenario.
- Explain how social media transformation is impacted through digital innovation and transformation in light of 5G spectrum launched in our country.
- What are the key issues for IT management in a multinational firm (MNC) with reference to innovation and transformation?

- h) Discuss the role of organizational culture in building and managing a virtual organization, with relevant examples.
- i) Technology is for large scale firms or Technology is for small scale firms – Justify your answers with suitable explanations.
- j) Explain how digital transformation can impact organizational business objectives in crisis situations. Furnish relevant examples.
- k) Explain different perspectives of digitization in a CRM process. Substantiate with suitable examples.
- l) Describe the impact Chat GPT (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)

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| Q3 | Describe the relevant aspects of classification of digital transformation, and explain how Innovation strategies are impacted by the Technology S-Curve. | (16) |
| Q4 | Is “Industry 4.0 a successful transformation with AI, Cloud Computing and Block-chain etc.”? Furnish a few examples to either support or negate the statement and justify your answer with reasons. | (16) |
| Q5 | Explain how the modern retailing is changing due to digital transformations and how it enhances business opportunities. Furnish examples or situations. | (16) |
| Q6 | Explain how innovation in product/service can lead to success for entrepreneurs venturing into start-up business, with industry examples. | (16) |