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GIET UNIVERSITY, GUNUPUR - 765022

M. B. A (Third Semester) Regular Examinations, January - 2024
21MBAIT23003 - Managing Digital Innovation and Transformations

Time: 3 hrs

Maximum: 60 Marks

(The figures in the right hand margin indicate marks.)

PART - A**(2 x 10 = 20 Marks)**Q.1. Answer **ALL** questions

	CO #	Blooms Level
a. What is the primary goal of digital transformation?	CO1	K2
b. What digital transformation mean?	CO1	K2
c. What is key component of digital transformation?	CO2	K3
d. What is a customer-centric approach in the context of digital transformation?	CO2	K1
e. How to optimize digital transformation?	CO3	K1
f. What is sustaining digital transformation?	CO3	K2
g. What emerging technologies contribute to digital transformation?	CO4	K1
h. What is agile innovation?	CO4	K1
i. How to leverage digital transformation?	CO5	K1
j. How digital transformation optimize workforce productivity?	CO5	K3

PART - B**(8 x 5 = 40 Marks)**Answer ALL questions

	Marks	CO #	Blooms Level
2. a. What is the most important technology in a digital transformation project? (OR)	8	CO1	K3
b. What challenges do you face while formulating digital transformation projects?	8	CO1	K3
3.a. How would you ensure that a digital transformation project stays on track? (OR)	8	CO2	K3
b. What is more important, according to you, being technologically fluent or excellent at working with people?	8	CO2	K3
4.a. How to prepare a organizations digital transformation project? (OR)	8	CO3	K2
b. What does digital transformation mean for business leaders?	8	CO3	K2
5.a. Explain organization of international business and global sourcing of production and services. (OR)	8	CO4	K3
b. Elaborate IT in supply chain management.	8	CO4	K3
6.a. Explain global supply chain of electronic markets. (OR)	8	CO5	K3
b. What is global information systems management?	8	CO5	K3

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