

Code No: **24BA101A**

**I MBA - I Semester - Regular Examinations
DECEMBER 2024**

DIGITAL TRANSFORMATION AND IT AUTOMATION

Duration: 3 Hours

Max. Marks: 70

- Note: 1. This question paper contains two Parts: Part-A and Part-B.
 2. Part-A contains 5 essay questions with an internal choice from each unit.
 Each Question carries 12 marks.
 3. Part-B contains one Case Study for 10 Marks.
 4. All parts of Question paper must be answered in one place

BL – Blooms Level

CO – Course Outcome

PART - A

			BL	CO	Max. Marks
<u>UNIT – I</u>					
1.	a)	Identify what advantages digital technologies offer for data management and analysis.	L1	CO1	6 M
	b)	Describe about digital technologies drive innovation within an organization.	L2	CO1	6 M
OR					
2.	a)	Explain how skill gaps within the workforce hinder the effective use of digital technologies.	L2	CO1	6 M
	b)	Illustrate about financial challenges of investing in digital technologies.	L3	CO1	6 M

UNIT – II

3.	a)	Illustrate the core components that define a digital transformation strategy.	L3	CO2	6 M
	b)	Explain how does customer experience and engagement form the foundation for digital transformation.	L2	CO2	6 M

OR

4.	a)	Discuss the role does IoT play in improving energy management in smart homes.	L2	CO2	6 M
	b)	Explain how IoT devices contribute to home automation and convenience.	L2	CO2	6 M

UNIT-III

5.	a)	Explain about MIS concept and its importance for Management.	L2	CO3	6 M
	b)	Explain the objectives and salient features of Customer Relationship Management.	L2	CO3	6 M

OR

6.		Illustrate concept of Supply Chain Management and its importance in E-Commerce and Quick Commerce.	L3	CO3	12 M
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UNIT – IV

7.	a)	Demonstrate the role of AI in Modern Management.	L3	CO4	6 M
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	b)	Explain about ethical and social implications of AI in this era of generation.	L2	CO4	6 M
OR					
8.		Illustrate about Artificial Intelligence and overview its evolution of progress in detail.	L3	CO4	12 M
<u>UNIT – V</u>					
9.	a)	Explain how do cyber crime impact individuals and organizations.	L2	CO5	6 M
	b)	Explain what preventive measures can individuals take to safeguard their personal information online.	L2	CO5	6 M
OR					
10.	a)	Describe what role does email filtering play in protecting against spam and phishing.	L2	CO5	6 M
	b)	Demonstrate about how businesses utilize multi-factor authentication to enhance security.	L2	CO5	6 M

PART – B

	CASE STUDY	BL	CO	Max. Marks
11.	<p>Nike recognized the need to enhance its digital presence and streamline supply chain operations to meet growing e-commerce demands.</p> <p>The Transformation Journey of Nike includes Digital Commerce Platform invested in a robust digital commerce platform that integrated inventory management, customer data and e-commerce.</p> <p>Supply Chain Automation is implemented in warehousing and logistics, using AI to predict demand and optimize stock levels.</p> <p>The results are Sales Growth: Nike saw a significant increase in online sales, with e-commerce revenues growing by over 30% year-over-year.</p> <p>Improved Customer Experience: Enhanced data analytics allowed for personalized marketing and better customer engagement.</p> <p>Question:</p> <p>Explain in detail the other initiatives in Digital Commerce that Nike has to follow in IT automation for enhanced sale growth.</p>	L2	CO2	10 M