

<b>Trimester: Jan - March 2024</b>		
<b>Examination: End Term Examination</b>		
<b>Programme code: 01</b> <b>Programme: MBA</b>	<b>Class: FY</b>	<b>Trimester: III</b> <b>(Batch 2023-2025)</b>
<b>Name of the Constituent College:</b> <b>K. J. Somaiya Institute of Management</b>		<b>Name of the department/Section/Center:</b> <b>Data Science &amp; Technology</b>
<b>Course Code: 217P01C313</b>	<b>Name of the Course: Digital Transformation</b>	

**Maximum Marks: 50**

**Date: April 3, 2024**

Question No.		Max. Marks
Q1	<p>Answer <b>any ONE</b> of the following</p> <p>1. DgCorp having more than 1000 employees and 80 million USD in revenue is a leading provider of integrated fulfillment service for large enterprises. The company facilitates large volume of customer interactions through an integrated approach to promotion fulfilment*</p> <p>Home-based contractors** perform much of the promotion fulfilment work. At any given time, they make up 40-60 percent of DgCorp workforce.</p> <p>The contractors call the Operation Support Center to get their work assignment. As many as 600 workers call every other week making establishing of schedule very cumbersome.</p> <p>The home-based contractors as per the schedule picks up the packages/materials from the designated sites and delivers it to the client.</p> <p>Existing means of communication with these home-based contractors is inefficient and inadequate. In many instances whenever due to unforeseen reasons such as inclement weather the trucks delivering the packages to pick-up sites when gets delayed there is no way the company can inform the contractors who eventually would waste the trip to a pick-up site but bill the company for their time.</p> <p>Furthermore, a manual process is employed for collecting time-reports*** from home-based contractors every two weeks. On receiving the reports, group supporting the home-based contractors at DgCorp verify the invoices and enter the verified numbers into company's payment system for further processing.</p> <p><b>Questions</b></p> <ol style="list-style-type: none"> <li>i. Visually represent the process</li> <li>ii. Suggest a solution that would help home-based contractors set up schedules, get work assignments, and report on time directly for payment.</li> <li>iii. Envisage the key areas that DgCorp can benefit on digitalization of the above process</li> </ol>	15

	<p>*Promotional fulfilment is shipping samples, giveaways, prizes, marketing materials, and other promotional items. B2B promotional fulfilment could involve shipping seasonal product displays or free samples to retail outlets or other businesses</p> <p>** Home-based contractors carry out paid work for firms/businesses or their intermediaries, typically on a piece-rate basis.</p> <p>***Reports are generated by home-based contractors and are generated on the basis of time-track data collected over two-weeks.</p> <p>2. A fast food restaurant (start-up) intends to change face-to-face order to digital ordering system. For Digital transformation three areas identified by the company are:</p> <ol style="list-style-type: none"> <li>Online processes</li> <li>Mobile customer engagement</li> <li>Internal operational processes</li> </ol> <p>Explain the ways to go about it. State your assumptions clearly.</p>											
Q2	<p>Explain any <b>TWO</b> of the following</p> <ol style="list-style-type: none"> <li>Cognitive ability of human mind (Linear v/s Exponential changes)</li> <li>Stack architecture</li> <li>Digitization v/s Digitalization</li> <li>Framework for Digital Transformation</li> </ol>	10										
Q3	<p>Discuss any <b>THREE</b> of the following</p> <ol style="list-style-type: none"> <li>“You can see the Computer Age everywhere but, in the Productivity Statistics... IT Expenditures have increased 20 times in 40 years, but productivity has increased 3 times.”. What do you think are the reasons for Solow’s paradox?</li> <li>Can value of investments towards Digitalization be captured either via Exploitation or Exploration? Explain using appropriate use cases</li> <li>“Information as a business resource”. How TPS, MIS, DSS can help generate information flow and decision-making process for an organization.</li> <li>“For a business digital experience is critical. Digital channels (touch points) help organizations to engage with customers, deliver services or sell products”. Discuss with reference to the following: <ol style="list-style-type: none"> <li>Key elements of digital experience</li> <li>Benefits of good digital experience</li> <li>Consequences of bad digital experience.</li> </ol> </li> </ol>	15										
Q4	<p>Answer any <b>TWO</b> of the following</p> <ol style="list-style-type: none"> <li>Create a Decision Table for the following Cost of 1 unit of electricity for commercial purpose is Rs. 8.50 The domestic users pay as per the following slab</li> </ol> <table border="1" style="margin-left: 40px;"> <tr> <td>0 – 50 Unit</td> <td>Rs. 2.0</td> </tr> <tr> <td>51 – 100 Unit</td> <td>Rs. 2.50</td> </tr> <tr> <td>101 – 250 Unit</td> <td>Rs. 5.25</td> </tr> <tr> <td>251 – 500 Unit</td> <td>Rs. 6.30</td> </tr> <tr> <td>Above 501 Unit</td> <td>Rs. 7.10</td> </tr> </table>	0 – 50 Unit	Rs. 2.0	51 – 100 Unit	Rs. 2.50	101 – 250 Unit	Rs. 5.25	251 – 500 Unit	Rs. 6.30	Above 501 Unit	Rs. 7.10	10
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	<p>2. Classify the following into Structured, Semi-structured and Unstructured decisions</p> <ul style="list-style-type: none"><li>i. Approve capital budget</li><li>ii. Develop a departmental budget</li><li>iii. Determine overtime eligibility</li><li>iv. Offer credits to customers</li><li>v. Decide entrance or exit from markets</li><li>vi. Decide long term goals</li><li>vii. Design a market plan</li><li>viii. Design a new corporate web site</li><li>ix. Restock inventory</li><li>x. Determine special offers to customers</li></ul> <p>3. What do you mean by financial, functional and technological parameters? Using appropriate explain its importance while evaluating a business process driven by information technology?</p>	
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