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Department of Research & Development
Mid - Term Examinations - September 2024

Odd Semester: Ph.D. Course Work	Date: 27 /09/2024
Course Code: COM804	Time: 2:00pm – 3:30pm
Course Name: Digital Transformation	Max Marks: 50
Department: School of Commerce & Eco	Weightage: 25%

Instructions:

- (i) Read all questions carefully and answer accordingly.
- (ii) Do not write anything on the question paper other than roll number.

Part A

Answer ALL the Questions. Each question carries 5 marks.		4Qx5M=20M
1	Explain how disruptions happens.	5 Marks
2	Explain the key concept of digital transformation.	5 Marks
3	How does digital transformation affect customer experience?	5 Marks
4	What are common challenges in implementing digital transformation?	5 Marks

Part B

Answer ALL Questions. Each question carries 15 marks.		2QX15M=30M
5	Explain various challenges and opportunities of Business Models under digital transformation strategies?	15 Marks
6	Explain the multi process of operational efficiency to transform customer experience.	15 Marks