|  |  |  |  |  |  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- |
| Roll No. |  |  |  |  |  |  |  |  |  |  |  |  |



**PRESIDENCY UNIVERSITY**

**Bengaluru**

|  |
| --- |
| **Ph.D. Course Work End Term Examinations – JAN-FEB 2025** |
| **Date:** 06 – 02- 2025 **Time:** 09:30 am – 12:30 pm |

|  |  |  |
| --- | --- | --- |
| **School:** SOC | **Program:** Ph. D | |
| **Course Code:** COM804 | **Course Name: :** Digital Transformation | |
| **Semester**: | **Max Marks**: 100 | **Weightage**:50 % |

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
| **CO - Levels** | **CO1** | **CO2** | **CO3** | **CO4** |
| **Marks** | **40** | **20** | **10** | **30** |

**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 10 marks. 6Q x 10M=60Marks** | | | | |
| **1** | Explain how disruptions happens. | **10Marks** | **M** | **CO1** |
| **2** | Explain the key concept of digital transformation | **10Marks** | **M** | **CO1** |
| **3** | How does digital transformation affect customer experience? | **10Marks** | **M** | **CO2** |
| **4** | Briefly, explain the common challenges faces in implementing digital transformation? | **10Marks** | **M** | **CO2** |
| **5** | Explain various challenges and opportunities of Business Models under digital transformation strategies? | **10Marks** | **M** | **CO3** |
| **6** | Explain the multi process of operational efficiency to transform customer experience. | **10Marks** | **M** | **CO4** |

**Part B**

|  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- |
| **Answer the Questions. Each question carries 20 marks 2Q x 20 = 40 Marks** | | | | | | |
| **7.** | Discuss the relationship between digital transformation and business performance, focusing on how digital transformation can enhance efficiency, customer engagement, and innovation. | | **20 Marks** | **M** | | **CO1** |
|  | | | | | | |
| **8.** | Provide examples of organizations (preferably from your industry) that have successfully undergone digital transformation and highlight the outcomes they achieved. | **20 Marks** | | | **M** | **CO4** |