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**PRESIDENCY UNIVERSITY
BENGALURU**

Department of Research & Development

Mid - Term Examinations - AUGUST 2024

Odd Semester: Ph.D. Course Work

Course Code: COM804

Course Name: Digital Transformation

Department: School of Commerce

Date: 12-08-2024

Time: 09.30am to 11.00am

Max Marks: 50

Weightage: 25%

Instructions:

- (i) Read the all questions carefully and answer accordingly.
(ii) Do not write any matter on the question paper other than roll number.
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PART A (THOUGHT PROVOKING)

Answer all the Questions. Each question carries 5 marks.

(4Qx 5M= 20M)

1. Describe the process of digital disruption help businesses stay competitive in today's market?
(CO.1) [Remember]
2. List the different ways digital transformation improves customer experiences and satisfaction.
(CO.1) [Remember]
3. Briefly explain how the companies leverage data analytics to identify new opportunities for digital transformation?
(CO.2) [Understand]
4. Describe the key components of a successful digital transformation strategy, and why are they essential?
(CO.2) [Understand]

PART B (PROBLEM SOLVING)

Answer all the Questions. Each question carries 10 marks.

(3Qx 10M= 30M)

5. A traditional retail company is facing competition from e-commerce giants. Develop a digital transformation strategy to help the company find new opportunities and stay relevant.

(CO.1) [Remember]

6. A company is struggling to find new opportunities for digital transformation. Develop a framework to help them identify and capitalize on digital transformation opportunities.
(CO.1) [Remember]
7. A company is in the process of shifting from a product-based business model to a platform-based business model. This transition involves significant changes in operations, customer interactions, and business strategy.

Question:

Develop a comprehensive strategy to manage the company's transition to a platform-based business model, including steps to address potential challenges that may arise during the process.

(CO.2) [Understand]