



**K. K. Wagh Institute of Engineering Education & Research, Nashik**  
(An Autonomous Institute From A.Y. 2022-23)

SUMMER-2024	
Exam Seat No.:	
Academic Year:2023-2024	Semester:IV
Class: SY	Program:MBA
Branch Code:M.B.A.	Pattern:2022
Name of Course:Digital Technology for Business	Course Code:MBA224002
Max. Marks:60	Duration:2.30 Hrs.

**Instructions:** Candidates should read carefully the instructions printed on the Question Paper and on the cover page of the Answer Book, which is provided for their use.

1. This question paper contains 2 pages.
2. Answer to each new question is to be started on a new page.
3. Assume suitable data wherever required, but justify it.
4. Draw the neat labelled diagrams, wherever necessary.
5. The last columns indicates the Course Outcome and level of Blooms Taxonomy of the Question/sub-question.

**Question No. 1 Attempt following Question**

- 1a) Define Digital Transformation in Business. Discuss its framework with examples. (6) CO1

**Question No. 2 Attempt following Question**

- 2a) Explain Marketspace with example. (6) CO2

**Question No. 3 Attempt following Question**

- 3a) Explain Deep learning and its application in business. (8) CO3

**OR**

- 3b) Explain Additive Manufacturing and its application in business. (8) CO3

- 3c) Explain below terms with respect to Business application: (8) CO3

a. Mixed Reality

b. Augmented Reality

**OR**

- 3d) What is Block Chain and discuss its working with example. (8) CO3

**Question No. 4 Attempt following Question**

- 4a) Define e-learning and discuss drivers of e-learning. (8) CO4

**OR**

- 4b) Discuss with example: (8) CO4
- i) Real-Time Online Shopping
  - ii) Fintech

- 4c) Discuss different categories and potential uses of smart cards. Also explain different payment gateways. (8) CO4

**OR**

- 4d) You are appointed as a consultant, design a suitable business model for an online beauty store. (8) CO4

**Question No. 5 Attempt following Question**

- 5a) Analyze the difference between G2B and G2G models with suitable examples. (8) CO5

**OR**

- 5b) What is E-Recruitment? Describe the layout of social recruiting and formulate various Benefits? (8) CO5

- 5c) What is Mobile Commerce? Describe the various types of Mobile commerce. (8) CO5

**OR**

- 5d) Differentiate between Traditional versus online job markets. (8) CO5

**XXXXXXXXXXXXXXXXXXXXXXXXXXXX**