



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: F. Y.	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.
6. Solve (a) or (b) and (c) or (d) from Q. No. 3, 4 and 5.

Question No. 1 Attempt following Question

- 1a) What is the role and benefit of Digital Technology in any Industry? (6) CO1

Question No. 2 Attempt following Question

- 2a) Explain with respect to ecommerce the below statement with example: (6) CO2

‘Speeding Up Deliveries: From Same Day to a Few Minutes’

Question No. 3 Attempt following Question

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

OR

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

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

- a. Augmented Reality
- b. Virtual Reality

OR

- 3d) What is Block Chain and discuss its key elements. (8) CO3

Question No. 4 Attempt following Question

4a) Discuss e-retailing and its application. (8) CO4

OR

4b) Discuss with example: (8) CO4

i) Social Shopping

ii) Fintech

4c) Discuss with example: (8) CO4

i) Digital Government

ii) e-Learning

OR

4d) Differentiate between Brick and Mortar and Digital Organisations. (8) CO4

Question No. 5 Attempt following Question

5a) Explain the characteristics and application of Online travel and tourism. (8) CO5

OR

5b) Discuss the benefits and limitations of electronic job market. (8) CO5

5c) Elaborate on application of digital technology in Gaming Industry. (8) CO5

OR

5d) Explain an example of Educational Social Games. (8) CO5

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