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

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| | InSem Examination-IISummer2024 | | |
| | Exam Seat No.: | | |
| | Academic Year:2023-2024 | Semester:IV | |
| | Name of Programme:SY MBA | Pattern:2022 | |
| | Name of Course:Digital Technology for Business | Course Code:MBA224002 | |
| | Max. Marks:30 | Duration:1 hr. | |

**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 1 page.
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. 1 and 2

**Question No. 1 Attempt following Question**

a) Define Strategic Information System and its characteristics. (5) CO1

**OR**

b) Define Ecosystem as a strategy with examples. (5) CO1

c) Describe the Customer Journey Map with examples. (10) CO1

**OR**

d) Define Prosumers and its rise in the context of digital world. (10) CO1

**Question No. 2 Attempt following Question**

a) Explain Web portals and its types. (5) CO2

**OR**

b) Explain types of Marketspace with example. (5) CO2

c) Discuss the changing supply chain scenarios and its link with digital technology. (10) CO2

**OR**

d) Elaborate on e-auctions. Discuss various types of it. (10) CO2

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