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

InSem Examination-IISummer2025	
Exam Seat No.:	
Academic Year:2024-2025	Semester:IV
Class:PG-II	Program:MBA
Branch Code:10	Pattern:2022
Name of Course:Digital Technology for Business	Course Code:MBA224002
Max. Marks:30	Duration:1.15 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 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.

		Marks	**CO**

Question No. 1

1 a)	What are the key roles digital technology plays in modern organizations?	(3)	CO1
1 b)	Can you provide examples of how innovation is driven by digital technology?	(4)	CO1

Question No. 2

2 a)	Describe the five domains of Digital Transformation with examples.	(8)	CO1

<div align="center">OR</div>

2 b)	Describe the Customer Journey Map with examples.	(8)	CO1

Question No. 3

3 a)	In what ways do search engines facilitate e-commerce activities?	(3)	CO2
3 b)	What are the differences between traditional auctions and e-auctions?	(4)	CO2

Question No. 4

4 a)	Discuss the changing supply chain scenarios and its link with digital technology.	(8)	CO2

<div align="center">OR</div>

4 b)	How are mobile payments changing the landscape of digital transactions?	(8)	CO2

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