

GUJARAT TECHNOLOGICAL UNIVERSITY**MBA - SEMESTER– III EXAMINATION – WINTER 2020****Subject Code:4539288****Date:02/01/2021****Subject Name:Functional Elective_Managing Digital Innovation and Transformation (MDIT)****Time:10:30 AM TO 12.30 PM****Total Marks: 47****Instructions:**

1. Attempt any THREE questions from Q1 to Q6.
2. Q7 is compulsory.
3. Make suitable assumptions wherever necessary.
4. Figures to the right indicate full marks.

Q. No.		Marks
Q.1 a	Define the following terms: (a) Information Systems (b) Information Infrastructure (c) Digital disruption	06
Q.1 b	Define the following terms: (a) Internet of Things (b) Blockchain (c) Process Reengineering	06
Q.2	(a) Explain Digital Innovation and Transformation During Pre and Post COVID-19 Pandemic situation with a suitable example.	06
	(b) What are the implications of the different key issues for IT management in a multinational firm?	06
Q.3	(a) Discuss the role of organization and cultural in building and managing a virtual organization, with a suitable example.	06
	(b) Technology is for large scale firms; Technology is for small scale firms – Justify your answers with suitable explanations.	06
Q.4	(a) Explain and justify the state of information and communication technologies based on the past changes, for the upcoming decade?	06
	(b) What are the four stages of technology? Explain with the help of a service industry illustration.	06
Q.5	(a) What are the organizational issues that are involved in technology change for effective Governance and communications?	06
	(b) What do you mean by Business integration processes between Technology choice and Competitive Advantage? Explain with suitable example.	06
Q.6	(a) Discuss the implications of the value chain network for innovation?	06
	(b) Explain the concept of Machine Learning with respect to digital Innovation and technology? Give suitable example.	06

XYZ Clothing, a leading fashion tech startup, makes tech-enabled fashion products and travel accessories and make them relevant to the digital age. They started their journey with a vision to create the world's first smart wallet. While they were on it, they realized that a lot more than a fingerprint sensor was required for their product to succeed- like an app integration. You are hired with your proven expertise in native apps development, took the responsibility to enhance their idea and enable them to achieve the disruptive innovation they aspired to.

A very common problem with all the wallet users in the world is losing their wallet- be it forgetting where they had kept it, or theft. Misplacing their cards, cash, or IDs comes across as the painful aftermath of losing the wallet. They would often spend time looking for it and in filing applications for lost cards and IDs. Your client wanted to resolve this problem in a way that could help the owners trace their wallet easily.

The integration of wallet with the app was challenged not only by the complex hardware integration but also by the extensive engineering required from the point of native app development. Your team knew that the task requires intense engineering that involved the use of Data Integration, GPS tracker, and more to keep core features functional while keeping the UI simple.

Few of the features required by your clients are –

- Changes to the app design to enhance the experience of owning a smart wallet.
- Connectivity of wallet to the smartphone.
- Register their fingerprint on wallet and app.

Based on the case study answer the following questions –

- (a) How does XYZ fashion integrate the APP and the wallet. **5.5**
- (b) How will the various Digital Platforms be implemented to solve the client's problem. **5.5**

OR

- (a) How does the change management will impact the XYZ Clothing Business? **5.5**
- (b) What are the Technological developments used for Product or service digitization? **5.5**
