JAYPEE UNIVERSITY OF INFORMATION TECHNOLOGY, WAKNAGHAT

TEST -1 EXAMINATION- 2026

MBA Semester I

COURSE CODE (CREDITS): 26MB1JB117(2) MAX. MARKS: 15

COURSE NAME: DIGITAL TRANSFORMATION IN BUSINESS

COURSE INSTRUCTOR: Anupriya Kaur MAX. TIME: 1 Hour

Note: *(a) All questions are compulsory.*

(b) The candidate is allowed to make Suitable numeric assumptions wherever required for solving problems

(c) Use of calculator is not allowed

Q.No	Question	CO	Marks
Q1	Distinguish between digitization, digitalization, and digital transformation. Explain what changes at each stage and provide one suitable business example for each.	CO1	5
Q2	Explain the concept of network effects in the digital economy. Differentiate between direct and indirect network effects with suitable examples.	CO1	5
Q3	Q3. A traditional neighbourhood grocery retailer has started accepting UPI payments and maintaining digital sales records. It then launches a mobile app for online ordering and uses customer purchase data to provide personalised offers. Finally, it partners with other businesses to offer grocery delivery, payments and loyalty benefits through an integrated digital platform. Analyse the different stages of digital development illustrated in this case and explain how the retailer is moving from simply using digital technology to transforming its business model.	CO2	5

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