JAIPURIA INSTITUTE OF MANAGEMENT
LUCKNOW NOIDA JAIPUR INDORE

JAIPURIA INSTITUTE OF MANAGEMENT, NOIDA

PGDM / PGDM (M) / PGDM (SM)

FIFTH TRIMESTER (Batch 2024-26)

END TERM EXAMINATIONS, JANUARY 2026

SET-1

Course Name	Digital Transformation	Course Code	20832
Max. Time	2 hours	Max. Marks	40 MM

INSTRUCTIONS:

a. Answer any FOUR Questions out of Five Questions
b. Read the questions carefully and provide precise and point-wise legible answers.
c. Assume the Data as deemed and state all your assumptions.

Q1.0 You have been appointed as the Digital Transformation Consultant to "ePharma" one of India's leading healthcare retailers which operates a chain of over 100 retail stores across Delhi NCR, Pune and Bangalore. The e-Commerce store was launched with a vision of extending discerning store services and an exciting assortment of wellbeing products, to its customers, at the click of a button. They are not able to get desired result from their e-commerce platform. It has to compete against the established, e-Commerce giants such as Apollo and 5mg in many product categories.

1.1 As the Consultant you need to explain the Technology Leverage Framework for the Digital transformation of the "epharma.com," by identifying minimum two Business strategies with proper justification with (5 Marks)

1.2 Focusing minimum two business processes with two disruptive technology components. (5 Marks)

Q2.0 You have been engaged as a digital transformation consultant for an online retail company to assess it in terms of at least five unique features of e-commerce technology like Ubiquity etc.

2.1 Which of the features does the site implement well, and which features poorly, in your opinion? (5 Marks)

2.2 Prepare a short presentation to the president of the company you have chosen, detailing your findings and propose two digital transformation process initiatives (5 Marks)

Q3.0 You have been appointed as the business consultant to "eTunes.com," a small but growing niche commerce business selling electronic gadgets online targeting rural and international customers . After it was founded three years ago, it has enjoyed impressive growth of 15% per year. They desire to review and redesign their epayment modes and pricing strategies as a part of their digital transformation project.

3.1 As the business consultant, you need to give your recommendation with the presentation comprising the advantages of various modes of epayments like BHIM, UPI_Lite,UPI Circle, UPI One World and APES (5 Marks)

3.2 You also need to explain the differences between eRUPI, BTC (Bitcoin) and CBDC (Central Bank Digital Currency) of India (5 Marks)

Q4.0 Nauker.com is an exclusive career website on the Internet. It is a forum where employers, placement agencies and jobseekers can exchange information quickly, effectively and inexpensively.

4.1 As a professional consultant you need to devise a business Model for them to launch a full-fledged ecommerce business. This should be based on the most important five key elements like Value Proposition etc. related to the business model. (5 Marks)

4.2 Formulate an appropriate digital transformation project leveraging "GenAI" technologies.

(5 Marks)

Q5.0 You have been engaged as a digital transformation consultant for a FMCG company.

5.1 Plot and present the Customer Journey Map for a customer of this company with key touch points. (5 Marks)

5.2 Propose the low-cost digital media tools/techniques to be deployed during the "Awareness" stage of the customer journey. (5 Marks)