

JAIPURIA INSTITUTE OF MANAGEMENT, NOIDA

PGDM / PGDM (M) / PGDM (SM)

FIFTH TRIMESTER (Batch 2024-26)

END TERM EXAMINATIONS, February 2026

Set-2

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

INSTRUCTIONS:

- Answer all FOUR questions
- Read the questions carefully and provide precise and point-wise legible answers.
- Assume the Data as deemed and state all your assumptions.

Q1.0 You have been engaged as a digital transformation consultant for a food delivery aggregating company.

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

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

Q2.0 Is it less risky to steal online, rather than rob a bank?

2.1 As a customer, justify and explain the ways of protecting your online transactions from the hackers. (5 Marks)

2.2 As a business consultant, explain the eSecurity measures to ensure the Confidentiality, Integrity and Non-repudiation aspects of the Electronic Transactions. (5 Marks)

Q3.0 The "CEO" of "PJ Builders" desires to adopt the smart Building Concept. The Smart building concept integrates information and communication technology (ICT) and various physical devices connected to the IOT network to optimize the efficiency of operations and services and connect to the users. This concept uses different types of electronic sensors to collect data and then use insights gained from that data to manage assets, resources and services efficiently.

3.1 As a business consultant you are required to illustrate the proposed IOT ecosystems and construct a business proposal to leverage the IOT for the "Smart Building" (5 Marks)

3.2 Illustrate the benefits related to this concept. (5 Marks)

Q4.0 You have been engaged as a management consultant for a large high-end export-oriented traditional company " Bharat Herbs" who are likely to introduce a new product catering to the GenX customers exploring the possibilities of employing New Generation Technologies for digital payments and recommendation systems. You need to make a preliminary presentation to the owner who has no idea about these technologies.

4.1 As the business consultant, you need to give your recommendation with the presentation comprising the advantages of various modes of epayments like UPI Number, 123Pay, Hello UPI and Rupay (5 Marks)

4.2 Please also suggest the advantages of " Agile Methodologies and SCRUM concept " for their software development life cycle (5 Marks).