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Subodh Management Institute

MBA IV Semester

M-451
**Managing Digital Innovation
and transformation**

Sample Questions

Part A: Short answer question (up to 25 words)

Part B: Analytical/ problem Solving questions

**Part C: Descriptive/ Analytical/ Problem Solving/
Case questions.**

Part A

Unit 1 Understanding of Digital innovation

- Q1. What is your understanding of digital innovation?
- Q2. What are the 4 stages of digital innovation?
- Q3. What are the three 3 stages of digital innovation?
- Q4. What is the purpose of digital innovation?

Unit 2 Introduction to Transformation

- Q5. What are transformation questions?
- Q6. What are the essential questions for transformations?
- Q7. What are the 4 ways of transformation?
- Q8. What is the basic concept of transformation?

Unit 3 Technological Enablers of Digital Transformation

- Q9. What is technology as enabler for digital transformation?
- Q10. What are the key enablers for digital transformation?
- Q11. What are examples of technological enablers?
- Q12. What questions should I ask about digital transformation?

Unit 4 Strategic Management or technology and innovation

- Q13. What is the role of technology and innovation in strategic management?
- Q14. What questions should I ask for strategic management?
- Q15. What are the major decision that impacts the strategic management of technology and innovation?
- Q16. What is the impact of innovation in strategic management?

Unit 5 Online Technology Mediated Business Model

- Q17. What is the importance of business model in technology?

Q18. What are the characteristics of platform mediated business models?

Q19. What questions to ask when developing a business model?

Q20. What are the key elements of platform business model?

Unit 6 Challenges in Digital Economy

Q21. What are the challenges brought by digital economy?

Q22. What are the challenges of digital economy in India?

Q23. How does the digital economy affect the economy?

Q24. What are the 3 main components of digital economy?

Unit 7 Managing Transformation

Q25. How do you manage transformation change?

Q26. What do you understand by managing transformation?

Q27. What questions should I ask about change management?

Q28. What are some questions about change?

Unit 8 Application Area

Q29. What are the questions for managing digital innovation and transformation?

Q30. What is digital transformation the application of?

Q31. What are the 4 important things on digital transformation?

Q32. How do you manage digital innovation?

Part B

Unit 1

Q1. As an expert, what does digital transformation mean to you?

Q2. Digital Transformations can be complex. How can we simplify the process?

Q3 What stage in the transformation journey would you find most businesses today?

Q4 What is a culture shift and how do you execute one?

Q5 How do you avoid falling back into “old” habits instead of transforming forward?

Unit 2

Q6. What is the most important technology in a digital transformation project?

Q7. What challenges do you face while formulating digital transformation projects?

Q8.What are some important elements to focus on while developing a website?

Q9.What will you do to get employees on board with digital transformation?

Q10.How do you manage change for employees in a digital transformation project?

Unit 3

Q11. Are there different types of digital transformation, just like different types of digital marketing?

Q12. How do you measure the success of a digital transformation project?

Q13.What is the role of IT in digital transformation?

Q14. Provide an example of the most successful digital initiative that you have led?

Unit 4

Q15. What are some reasons that established firms might resist adopting new technologies?

Q 16. What determines whether an industry is likely to have one or a few dominant designs?

Q17. What are the latest trends and innovative strategies to take advantage of the opportunities that digital disruption is creating?

Q18. Will these technologies create flexible and customer-oriented productive and logistic processes?



Unit 5

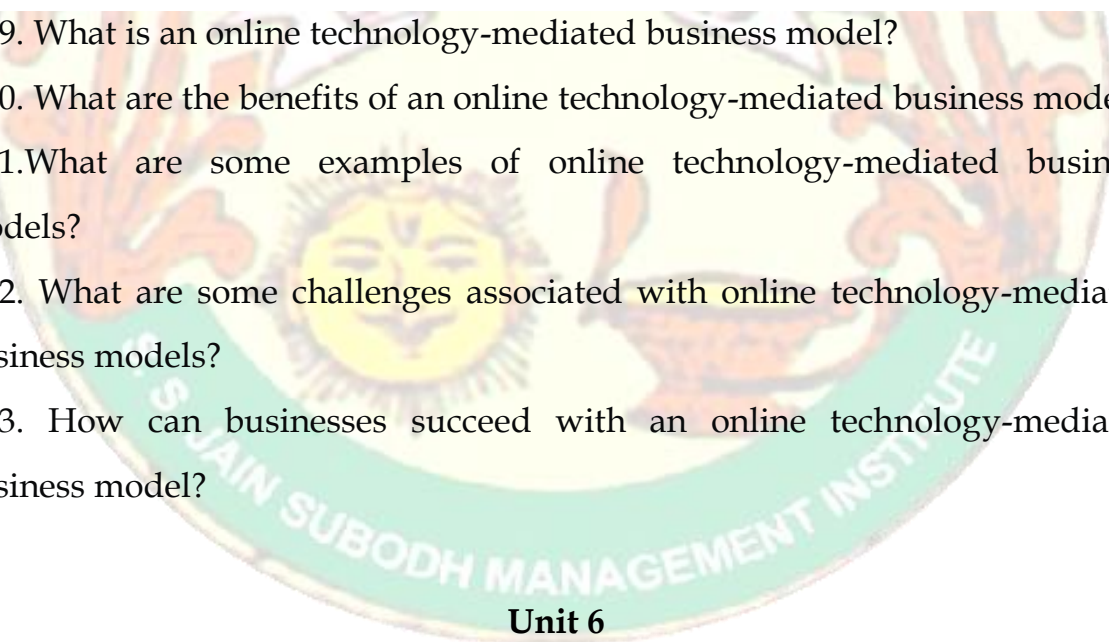
Q19. What is an online technology-mediated business model?

Q20. What are the benefits of an online technology-mediated business model?

Q21. What are some examples of online technology-mediated business models?

Q22. What are some challenges associated with online technology-mediated business models?

Q23. How can businesses succeed with an online technology-mediated business model?



Unit 6

Q24. What is an online technology-mediated business model?

Q25. What are the benefits of an online technology-mediated business model?

Q26. What are some examples of online technology-mediated business models?

Q27. What are some challenges associated with online technology-mediated business models?

Q28. How can businesses succeed with an online technology-mediated business model?

Unit 7

Q29. Defining the vision and objectives: Clearly articulate the desired outcomes and purpose of the transformation effort?

Q30. What are some common challenges in managing transformation?

Q31. How can organizations effectively manage transformation?

Q32. What ethical considerations need to be taken into account when conducting the research?

Q33. How will the research findings be used to inform e-marketing strategy and decision making? How will the research be evaluated and its impact measured over time?

Unit 8

Q34. What are some key application areas for managing digital innovation and transformation?

Q35. How can organizations manage digital innovation and transformation effectively in these application areas?

Q36. How can organizations effectively manage digital innovation and transformation in the application area of digital product development?

Part C

Unit 1

Q1. Digital Transformations can be complex. How can we simplify the process? What stage in the transformation journey would you find most businesses today?

Q2. What is a culture shift and how do you execute one? How do you avoid falling back into “old” habits instead of transforming forward?

Unit 2

Q3. What challenges do you face while formulating digital transformation projects? What are some important elements to focus on while developing a website?

Q4. What will you do to get employees on board with digital transformation? How do you manage change for employees in a digital transformation project?

Unit 3

Q5. How can companies organize themselves effectively and creatively for innovation?

Q6. What are the latest trends and innovative strategies to take advantage of the opportunities that digital disruption is creating?

Q7. Is it possible to lead in technological innovation and anticipate the needs and experiences of the future with a positive social impact?

Q8. Will these technologies create flexible and customer-oriented productive and logistic processes?

Unit 4

Q9. In what industries would you expect to see particularly short technology cycles?

Q10. In what industries would you expect to see particularly long technology cycles?

Q11. What factors might influence the length of technology cycles in an industry?

Unit 5

Q12. What are the latest trends and innovative strategies to take advantage of the opportunities that digital disruption is creating?

Q13. How can businesses use e-marketing research to better understand their target audience and develop more effective marketing strategies?

Q14. What are the key ethical considerations that must be taken into account when conducting e-marketing research, and how can businesses ensure that they are collecting data in a responsible and transparent manner?

Unit 6

Q15. How has the rise of social media and other digital channels impacted e-marketing research, and what new opportunities and challenges does this present for businesses looking to better understand their customers?

Q16. What are some of the most important metrics and key performance indicators (KPIs) used in e-marketing research, and how can businesses use these measures to track the success of their marketing campaigns and make data-driven decisions?

Unit 7

Q17. What ethical considerations need to be taken into account when conducting the research?

Q18. How will the research findings be used to inform e-marketing strategy and decision making? How will the research be evaluated and its impact measured over time?

Unit 8

Q19. How will the development of robotics, artificial intelligence , the management of big data affect companies?

Q20.What are the latest trends and innovative strategies to take advantage of the opportunities that digital disruption is creating?

