

Roll No.

Total No. of Pages : 03

Total No. of Questions : 10

MBA (Sem-4)

MANAGING DIGITAL INNOVATION AND TRANSFORMATION

Subject Code : MBA-944-18

M.Code : 78026

Date of Examination : 14-06-2023

Time : 3 Hrs.

Max. Marks : 60

INSTRUCTIONS TO CANDIDATES :

1. **SECTION-A** contains **EIGHT** questions carrying **TWO** marks each and students has to attempt **ALL** questions.
2. **SECTION-B** consists of **FOUR** Subsections : Units-I, II, III & IV. Each Subsection contains **TWO** questions each carrying **EIGHT** marks each and student has to attempt any **ONE** question from each Subsection.
3. **SECTION-C** is **COMPULSORY** and consists of **ONE** Case Study carrying **TWELVE** marks.

SECTION-A

- 1. Write short notes on :**
- a) Define Digital Disruption.
 - b) What are the two basic functions used in encryption algorithms?
 - c) What is meant by SSL?
 - d) What are public and private keys?
 - e) What do you mean by E-governance?
 - f) Differentiate between cloud computing and grid computing.
 - g) What is the difference between private and public clouds?
 - h) Define Mobile Cloud.

SECTION-B

UNIT-I

2. Explain digital transformation in terms of its myths and realities. Elaborate in detail various types of digital transformations.
3. What are the types of Social Media? Discuss in detail its impact on the business with suitable use-cases.

UNIT-II

4. Elaborate in detail the various security issues in digital transformations. Discuss how cryptography helps ensure security against digital threats?
5. What is a Firewall? Explain the working of a firewall. Discuss any one type of firewall in detail.

UNIT-III

6. What do you mean by Digital Signature? What are the properties and requirements of digital signatures? With a neat diagram discuss the essential elements of a digital signature process.
7. Write a detailed note on the present status, challenges and future prospects of E-governance in India.

UNIT-IV

8. What is Cloud Computing? Explain the cloud architecture in detail. What is the difference between cloud computing and peer-to-peer architecture?
9. Explain the seven step model of migration into a cloud.

SECTION-C

10. **Read the case study below and answer the question that follows :**

Honda UK implemented the hybrid cloud model to enable its IT infrastructure to handle sudden spikes in usage of its websites. The company had experienced sudden web server crashes due to bandwidth limitations. Honda UK had initially moved to a private cloud model, which was used during the launch of the Accord Tourer model to handle heavy user demand for its website. Honda UK then started using the public cloud during the launch of the Honda CR-Z. Honda UK had to pay for the cloud service only when the

company used it. The pay-as-you- go model helped keep costs in check while ensuring optimum scalability.

Question:

What business benefits do cloud computing services provide? Which model will best suit Honda UK? Justify your arguments.

NOTE : Disclosure of Identity by writing Mobile No. or Making of passing request on any page of Answer Sheet will lead to UMC against the Student.