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| <b>Name:</b>         |  |
| <b>Enrolment No:</b> |  |

**UNIVERSITY OF PETROLEUM AND ENERGY STUDIES**

**End Semester Examination, May 2022**

**Course: Design and development of Digital Business Models**

**Semester: IV**

**Program: MBA DB**

**Time : 03 hrs.**

**Course Code: DIGM 8003**

**Max. Marks: 100**

**Instructions: Write in your own words. Clarify with examples wherever applicable**

**SECTION A**  
**10Qx2M=20Marks**

| S. No. |   | COs |
|--------|---|-----|
| Q 1    | Define digitalization.  | CO2 |
| Q2     | What is a digital business platform?  | CO3 |
| Q3     | Digital business infrastructure include.....?.  | CO1 |
| Q4     | How is Digital business defined by Gartner?   | CO2 |
| Q5     | Digital business goes beyond Marketing and Social business- True or False?                        | CO3 |
| Q6     | What is the one way the Internet and E-business changed the traditional business model.           | CO1 |
| Q7     | What is a 'Blokchain' technology?   | CO1 |
| Q8     | The idealistic market envisioned at the outset of the development of e-commerce is called a.....? | CO1 |
| Q9     | Digital business model suggest new design of business- Justify.                                   | CO3 |
| Q10    | How does Digital business model create value to the customers?                                    | CO2 |

**SECTION B**  
**4Qx5M= 20 Marks**

|     |   |     |
|-----|---|-----|
| Q11 | How should the best digital business models should be chosen?       | CO2 |
| Q12 | How does Blokchain technology affect market performance?            | CO3 |
| Q13 | Explain the major challenges of designing a digital business model  | CO2 |
| Q14 | Digital business is not just about the product or service- Explain. | CO3 |
|     |   |     |

**SECTION-C**  
**3Qx10M=30 Marks**

|     |   |     |
|-----|---|-----|
| Q15 | Explain the concept of 'Servitization' as a business model?   | CO3 |
| Q16 | Explain 'Open innovation' in the context of digital business. | CO3 |
| Q17 | Explain the concepts of 'sharing economy' with one example.   | CO4 |

**SECTION-D**  
**2Qx15M= 30 Marks**

|      |   |  |            |
|------|---|--|------------|
| Q 18 | Write short notes on (i) Digital transformation (ii) E-government   |  | <b>CO5</b> |
| Q19. | How does business models are related with organizational structure? |  | <b>CO4</b> |