

POKHARA UNIVERSITY

Time Bound Open Book Hybrid Examinations

Level: Bachelor

Semester-Spring

Year: 2020

Program: BCIS

Full Marks: 70

Semester: VIII

Pass Marks: 31.5

Course: Digital Economy

Time: 2 hrs.

Candidates are required to give their answer in their own words as far as practicable.

The figures in the margin indicate full marks

Model Question

Section A

Analytical Answer Questions

Attempt all questions:

(5×10=50 marks)

1. Government of Nepal is executing its "Digital Nepal Framework" initiative to accelerate development in eight sectors of national economy. List all the sectors. Taking one sector from the list, elaborate how ICT can act as an enabler/catalyst to development. (2+8)
2. Strong telecom infrastructure is bedrock for overall development of digital economy. What are the pillars and sub pillars of Network Readiness Index (NRI) 2020? Why NRI 2020 is supposed to be a future proof index? Explain. (4+6)

OR

Establishing a business requires a model and capital investment plan. Prepare an e-business model of a company of your choice. Explain how you collect investment fund for the same.

3. BPO remains a hot topic of discussion in developed economies. Some politicians criticize and others appreciate BPO. The former group argues that descent jobs moves from their place to some other part of world increasing their rate of unemployment. Other argues that with BPO the production cost will be lower and goods/services shall have higher competitiveness. Based on these two arguments suggest if BPO can be a means to generate employment in Nepalese economy? Support your argument with reference to national policy, regulatory framework, broadband and human capital availability
4. Government agencies and companies are adopting Enterprise Resource Planning tools and techniques to improve efficiency of service delivery. How ERP helps a corporate to improve efficiency? What are the possible technological options to deploy ERP? Explain. (4+6)

5. Big data is used to have a deeper insight on the behavior of customers on products. How big data can be used to improve the quality of service in tourism and hospitality industry? Can VR and AR be useful to increase revenue in tourism? Explain. (5+5)

Section B

Case Study

6. **Read following scenario and answer the questions that follow.**

Digital transformation is the integration of digital technology into all areas of a business, fundamentally changing how you operate and deliver value to customers. It's also a cultural change that requires organizations to continually challenge the status quo, experiment, and get comfortable with failure.

Digital transformation is imperative for all businesses, from the small to the enterprise. That message comes through loud and clear from seemingly every keynote, panel discussion, article, or study related to how businesses can remain competitive and relevant as the world becomes increasingly digital. What's not clear to many business leaders is what digital transformation means. Is it just a catchy way to say moving to the cloud? What are the specific steps we need to take? Do we need to design new jobs to help us create a framework for digital transformation, or hire a consulting service? What parts of business strategy need to change? Is it really worth it?

Today's organizations are in different places on the road to digital transformation. While some are struggling to get over the initial barriers between vision and execution, others further down the path face tough ongoing hurdles, like budgeting, talent struggles, and culture change.

In common, the digital transformation elements are often expressed as following.

- Customer experience
- Operational agility
- Culture and leadership
- Workforce enablement
- Digital technology integration

Making use of new capabilities, accelerating technological transformations, and incorporating such technologies as artificial intelligence, real-time data processing, and cloud computing tools have

become necessities for providing a positive personal experience for customers. The enterprises must be flexible to learn and adopt new necessities of customer in short period of time to withstand the competition.

Questions:

(4×5=20 Marks)

- a) In what extent Covid-19 has accelerated digital transformation in enterprises? Explain.
- b) How can you make your enterprise agile in terms of adopting new requirements?
- c) How leadership affects the digital transformation process?
- d) Give an example of organizational digital transformation you have witnessed during Covid-19 pandemic.

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