Activity 1: Fill in the Blanks  
1. Digitization is the process of converting analogue information into a digital format.  
2. Digital technologies enable businesses to streamline their operations and improve efficiency.  
3. One way digital adds value to a business is by enhancing interactions with customers.  
4. By utilizing digital tools, companies can gain valuable insight into customer preferences and behaviour.  
5. Digital platforms allow businesses to reach a wider audience and expand their market presence.  
6. With the help of digital solutions, companies can automate repetitive tasks and streamline their workflows.  
7. Digitalization enables businesses to stay up to date with the latest industry trends and innovations.  
8. By embracing digital transformation, companies can create new opportunities and revenue streams.

Activity 2: Multiple Choice  
Choose the correct answer for each question and write the corresponding letter in the space provided.  
1. Digital technologies allow businesses to:  
a) Decrease customer engagement  
b) Improve operational efficiency  
c) Limit market reach  
Answer: B  
2. Digitalization helps companies gain insights into:  
a) Competitors' strategies  
b) Customer preferences and behaviour  
c) Financial risks  
Answer: B  
3. Digital platforms enable businesses to:  
a) Limit their market presence  
b) Expand their customer base  
c) Ignore industry trends  
Answer: B  
4. By embracing digital transformation, companies can:  
a) Automate tasks and streamline workflows  
b) Ignore customer feedback  
c) Decrease revenue streams  
Answer: A

Activity 3: Short Essay Questions  
1. Discuss the importance of customer engagement in today's digital era. How can digital technologies enhance customer interactions? (Minimum 150 words)  
Answer: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_  
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2. Explain how digital platforms can help businesses reach a wider audience and expand their market presence. Provide examples of digital platforms commonly used by businesses. (Minimum 150 words)  
Answer: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_  
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Activity 4: Fill in the Blanks  
1. The process of converting analogue information into digital format is called digitisation  
2. Digital technologies enable businesses to improve efficiency and streamline operations.  
3. One benefit of digitalization is gaining valuable insights into customer preferences and behaviour.  
4. Digital platforms allow businesses to broaden their influence and reach more potential customers.  
5. By embracing digital transformation, companies can create new opportunities and revenue streams.  
Activity 5: Multiple Choice  
Choose the correct answer for each question and write the corresponding letter in the space provided.  
1. Digital technologies help businesses to:  
a) Decrease operational efficiency  
b) Enhance customer engagement  
c) Limit market presence  
Answer: B  
2. Digitalization allows companies to gain insights into:  
a) Competitors' strategies  
b) Customer preferences and behaviour  
c) Financial losses  
Answer: B  
3. Digital platforms enable businesses to:  
a) Expand their customer base  
b) Ignore industry trends  
c) Reduce market reach  
Answer: A  
4. By embracing digital transformation, companies can:  
a) Automate tasks and create inefficiencies  
b) Increase revenue streams  
c) Ignore customer feedback  
Answer: B