

DIGITAL TRANSFORMATION

Individual Assessment

Total Marks: 100

Student Name	Karl Emmanuel Medina
Student ID	21800728
Course / Programme	BS IT - 2
Submission Date	1/4/2026

DETAILED INSTRUCTIONS TO STUDENTS

1. This is an **INDIVIDUAL assessment**. Collaboration with other students **is NOT permitted**. All answers **is** to be written in this sheet.
2. The assessment consists of **THREE** sections:
 - Section A: Objective Questions (Chapters 1–3)
 - Section B: Short Answer Questions (Chapter 4)
 - Section C: Case Study Questions (Chapters 5–7)
3. You are **REQUIRED** to refer to the Digital Transformation module PDF provided to you. Each section clearly states which chapter(s) you should consult before answering.
4. For objective questions (Section A), select the **BEST** answer based on the concepts discussed in the module.
5. For short answer and case study questions (Sections B and C):
 - Use clear and structured paragraphs
 - Support your answers with examples where appropriate
 - Focus on application of concepts, not just definitions
6. Suggested answer lengths:
 - Short Answer Questions: 150–200 words each
 - Case Study Questions: 250–400 words per question
8. Marks will be awarded based on:
 - Understanding of module concepts
 - Ability to apply concepts to real situations
 - Clarity, coherence, and structure of answers
9. Submission must be made in the format (PDF) by the 1st January 2025.

DIGITAL TRANSFORMATION – INDIVIDUAL ASSESSMENT

Total Marks: 100

Assessment Structure

Section	Chapters Covered	Question Type	Marks
Section A	Chapters 1–3	Objective Questions (MCQ / True–False)	30 marks
Section B	Chapter 4	Short Answer Questions	20 marks
Section C	Chapters 5–7	Case Study Questions	50 marks
TOTAL			100 marks

SECTION A: OBJECTIVE QUESTIONS (30 MARKS)

Chapters 1–3

Section A Overview (Read Before Answering)

This section assesses your understanding of the **foundational concepts of digital transformation**, including definitions, technologies, and digital business strategies. Questions are objective and test conceptual clarity rather than lengthy explanations.

Refer to PDF Module:

- **Chapter 1 – Introduction to Digital Transformation**
- **Chapter 2 – Technologies Enabling Digital Transformation**
- **Chapter 3 – Digital Business Models and Strategy**

Part A1: Chapter 1 – Introduction to Digital Transformation (10 marks)

Refer to PDF Chapter 1, Sections:

*“Digitization vs Digitalization vs Digital Transformation” and
“Why Digital Transformation Matters”*

Answer ALL questions. Each question carries 2 marks.

1. Digital transformation refers primarily to:
 - A. Using computers in daily work
 - B. Automating existing processes only
 - C. Fundamental organizational change enabled by digital technologies
 - D. Replacing employees with machines
2. Which of the following best describes **digitization**?
 - A. Redesigning business models
 - B. Converting physical information into digital form
 - C. Using analytics for decision-making
 - D. Creating digital platforms
3. Which factor is a common reason for digital transformation failure?
 - A. Lack of software

- B. Excessive customer demand
 - C. Resistance to change and culture issues
 - D. Too much automation
4. Digital transformation is best described as:
- A. A one-time IT project
 - B. An ongoing organizational change process
 - C. A marketing strategy
 - D. A cost-cutting exercise
5. Which industry is LEAST affected by digital transformation?
- A. Banking
 - B. Healthcare
 - C. Education
 - D. None of the above

Part A2: Chapter 2 – Technologies Enabling Digital Transformation (10 marks)

Refer to PDF Chapter 2, Sections:

“Key Digital Technologies” and “Role of Technology in Transformation”

Answer ALL questions. Each question carries 2 marks.

6. Cloud computing primarily enables organizations to:

- A. Reduce customer interaction
- B. Store data physically
- C. Scale resources flexibly and cost-effectively
- D. Eliminate cybersecurity risks

7. Artificial Intelligence (AI) is commonly used for:

- A. Manual data entry
- B. Predictive analytics and automation
- C. Hardware maintenance
- D. Paper-based processing

8. The Internet of Things (IoT) refers to:

- A. Social media platforms
- B. Internet access for employees
- C. Connected physical devices that collect data
- D. Cloud storage systems

9. Big data analytics helps organizations mainly by:

- A. Increasing storage costs
- B. Replacing management
- C. Supporting better decision-making
- D. Eliminating uncertainty entirely

10. Blockchain technology is best known for:

- A. Speeding up emails
- B. Secure and transparent record-keeping
- C. Social networking
- D. Image processing

Part A3: Chapter 3 – Digital Strategy and Business Models (10 marks)

*Refer to PDF Chapter 3, Sections:
“Digital Business Models” and “Strategy in the Digital Age”*

Answer ALL questions. Each question carries 2 marks.

11. A digital platform business model primarily creates value by:

- A. Selling physical goods
- B. Connecting users and service providers
- C. Reducing employee numbers
- D. Eliminating competition

12. A subscription-based model typically charges customers:

- A. Per physical product
- B. A one-time lifetime fee
- C. Recurring payments for continued access
- D. Only when profits increase

13. Strategic agility refers to an organization's ability to:

- A. Avoid digital tools
- B. Respond quickly to changes
- C. Maintain rigid structures
- D. Reduce innovation

14. Data is considered a strategic asset because it:

- A. Is expensive to store
- B. Automatically increases profits
- C. Enables insights and personalization
- D. Replaces employees

15. Digital strategy differs from IT strategy because it focuses on:

- A. Hardware procurement
- B. Value creation and competitive advantage
- C. Network installation
- D. Software licensing only

SECTION B: SHORT ANSWER QUESTIONS (20 MARKS)

Chapter 4

Section B Overview (Read Before Answering)

This section focuses on the **human side of digital transformation**, including organizational culture, resistance to change, and basic change management practices.

Refer to PDF Module:

- Chapter 4 – Organizational Change and Digital Culture

Answer ALL questions. Each question carries 10 marks.

Question 16:

Explain **why organizational culture is critical** to the success of digital transformation. In your answer, identify ONE cultural barrier and explain how it affects transformation efforts.

Refer to Chapter 4: "People and Culture in Digital Transformation"

Suggested length: 150–200 words

Question 17:

Describe **one change management strategy** that organizations can use to support digital transformation. Explain how this strategy helps employees adapt to new digital systems or processes.

Refer to Chapter 4: "Change Management in Digital Initiatives"

Suggested length: 150–200 words

SECTION C: CASE STUDY QUESTIONS (50 MARKS)

Chapters 5–7

Section C Overview (Read Before Answering)

This section assesses your ability to **apply digital transformation concepts** to real-world scenarios. You will analyze a case and answer questions related to **customer experience, ethics, governance, and implementation**.

Refer to PDF Module:

- Chapter 5 – Customer Experience and Digital Engagement
- Chapter 6 – Ethics, Data Governance, and Cybersecurity
- Chapter 7 – Applying Digital Transformation

CASE STUDY: Digital Transformation at UniConnect Services

UniConnect Services is a medium-sized organization providing student support services such as registration, advising, and payment processing. Most processes are manual, requiring students to visit physical offices. Complaints include long waiting times, repeated form submissions, and inconsistent information. Management plans to introduce a digital platform with online services, data analytics, and chat-based support.

Question 18: Customer Experience (15 marks)

Using concepts from **Chapter 5**, identify **TWO customer experience problems** faced by students and propose **digital solutions** to address them.

Refer to Chapter 5: “Customer Journey Mapping” and “Digital Engagement”

Question 19: Ethics, Data Governance, and Security (15 marks)

Based on **Chapter 6**, discuss **TWO risks** related to data privacy, cybersecurity, or ethics that UniConnect Services may face when implementing digital systems. Propose **one mitigation strategy** for each risk.

Refer to Chapter 6: “Cybersecurity”, “Data Governance”, and “Ethics”

Question 20: Implementation and Roadmapping (20 marks)

Using ideas from **Chapter 7**, outline a **basic digital transformation roadmap** for UniConnect Services. Your answer should include:

- One short-term initiative
- One long-term initiative
- One key success metric (KPI)

Refer to Chapter 7: "Digital Transformation Roadmaps"