Core Questions of Unit 4

1. Define Digital Organization. Explain its features in detail.
2. Discuss about digital transformation with its need. Also highlight the stages of digital transformation.
3. Explain the concept of digital leadership. Give a detailed note on the role of digital leaders in this digital world.
4. Write a short note on:
   1. Cloud computing
   2. Internet of things
5. Explain the Online PR with its aim. Also give a elaboration of tools and techniques used in it.
6. Clarify the difference between Online PR and online reputation management with example.
7. Enlist the tools for measuring Return on Investment.