Enrolment No. _____

AHMEDABAD UNIVERSITY

AMRUT MODY SCHOOL OF MANAGEMENT

GRADUATE PROGRAMMES

2021-2022 WINTER SEMESTER

END SEMESTER EXAMINATION

MGT506 – DIGITAL THINKING

Date: 13-05-2022 Total Marks: 80

Time: 09.00 am – 10:30am No. of printed pages: 01

INSTRUCTIONS:

1. This is an open book examination. Only hardcopy material is allowed. No mobile phones or laptops are to be used during the examination.
2. Each question is for 20 marks and answering all questions is compulsory.
3. Support your answers with suitable examples, theories and explanations as appropriate.

The below questions are based on the pre-read case provided to the class participants in advance.
Case - Michelin: Building a Digital Service Platform by Sunil Gupta and Christian Godwin, HBSP 2022

QUESTION 01:

What is the D S P and why did Michelin launch it?

QUESTION 02:

Does D S P provide value to the players in the eco system? If yes, Why? How? If no, why not?

QUESTION 03:

Why is there resistance to adapt D S P?

QUESTION 04:

What should Michelin do to accelerate the adoption of D S P?

Note: In addition to the inputs based on the case study, you may apply the discussion on "Rebuilding your organization" to support your answers.

ALL THE BEST