Enrolment No. _____

AHMEDABAD UNIVERSITY
AMRUT MODY SCHOOL OF MANAGEMENT
UNDERGRADUATE / GRADUATE PROGRAMMES
2024-2025 MONSOON SEMESTER
END SEMESTER EXAMINATION
MGT506: DIGITAL THINKING
Final exam (section 2)

Date: 04-12-2024 Total Marks: 35
Time: 5 pm to 7 pm No. of printed pages: 02

- This is an open-book exam. This means
  - You may bring/use any paper material including books, papers, printouts, notes, etc. Soft copies in any form are prohibited
  - You may **not** use electronic devices of any kind
  - You may **not** share materials with anyone. If you do not have your book or notes, you have to make do **without** them.
  - You may **not** consult anyone else
  - No exceptions to the above rules will be entertained and violations will be reported to higher authorities as instances of cheating, for disciplinary action
- You will be graded on originality, appropriateness and the ability to use multiple marketing concepts discussed in class, and in your assigned reading material. in answering questions. Simple copying of sentences from the text will not necessarily be the best answer
- Brevity is the hallmark of a good answer. Unnecessarily long answers are not necessarily better answers. Write only as much as necessary, and answer questions to the point
- The duration of this exam is **2 hours**
- *All the best*!

1. Imagine you are the CEO of HDFC Bank. A consultant suggests that you eliminate all your ATMs, as your debit cards are valid at other banks' ATMs, and most customers are using UPI instead of cash anyway. As a result, you can save significantly on real estate, operating costs and security needed to fill the ATMs every day. Critically assess the merits and demerits of this suggestion. Would you implement it? Justify your decision.

[11 marks]

2. Coca-Cola's popular soft drink Coke is available to us today in 300ml glass bottles. Since 1886, the product has been roughly the same to the consumer in terms of taste, touch and feel. However, digitalization may have changed the way the Coca Cola Company makes Coke and ensures that it reaches consumers. List out and briefly explain three such distinct processes that may have changed from 1886 to 2024. Briefly explain one process that may change between today to 2034, i.e. in the next 10 years.

[12 marks]

3. Bose is a leading brand of audio equipment. It has an exclusive showroom in CG Road, a top commercial locality in Ahmedabad. Bose's products are also available online via Amazon and Flipkart, as well as its own website www.bose.com. Major electronics retailers like Croma and Reliance also retail Bose products. The company discovers that though the exclusive showroom gets a lot of customer footfall, and its sales staff are very well-trained and enthusiastic, they are rarely able to sell any products. List out three distinct possible causes of this problem, and for each, briefly outline a potential solution.

[12 marks]

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