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 1)

Date: 23-09-2024 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 that you are the head of Abhay Realty, a big real estate company. A corporate client commissions a building complex worth INR 100 crores (to be paid in equal monthly instalments over 20 months) as of today, and insists on payment using bitcoin, a cryptocurrency. He fixes the price at 200 bitcoin, the prevalent exchange rate of INR 100 crores (1 bitcoin = INR 0.5 crore as of today). As per the payment schedule, he will pay you 10 bitcoin every month for a period of 20 months, in which you will complete the project. Critically analyse this proposal and its pros and cons? Will you accept it? Justify your decision.

[11 marks]

2. Zyapaar (presented by Mr Nirav Shah in a guest session in class) allows restaurants to fulfil online orders via ONDC, a new e-commerce framework. How is Zyapaar's business model different from a traditional food delivery platform business like a Zomato or a Swiggy? Critically compare and contrast. List out some challenges Zyapaar faces in growing its business.

[12 marks]

3. Hamley's is a toy retailer now owned by Reliance. Apart from selling products of big companies like Mattel, Hasbro and Lego, Hamley's wants to develop its own toys. Suggest 4 distinct methods in which Hamley's can get new toy ideas.

[12 marks]

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