

Plot No. 2, Knowledge Park-III, Greater Noida (U.P.) –201306

POST GRADUATE DIPLOMA IN MANAGEMENT (2022-24)
END TERM EXAMINATION (TERM -V)

Subject Name: **Management of Technology, Innovation, and Change**

Time: **02.00 hrs**

Sub. Code: **PG53**

Max Marks: **40**

Note:

All questions are compulsory. Section A carries 5 marks: 5 questions of 1 mark each, Section B carries 21 marks having 3 questions (with internal choice question in each) of 7 marks each and Section C carries 14 marks one Case Study having 2 questions of 7 marks each.

Kindly write the all the course outcomes as per your TLEP in the box given below:

<p>CO1-</p> <p>-</p> <p>-</p> <p>-</p>

SECTION - A

Attempt all questions. All questions are compulsory.

1×5 = 5 Marks

Questions	CO	Bloom's Level
<p>Q. 1: (A). What do you mean by 'Positive externalities' or Network benefits? Q. 1: (B). What is 'Technology adoption fiasco'? Q. 1: (C). In case of forms adopting an innovation, implementation is a challenging task. Why? Q. 1: (D). What is the S curve of diffusion of technology? Q. 1: (E). Just-in-time processes are enabled by computer systems that cut across organizational boundaries. Explain the statement.</p>	1	LO 2 LO3 LO3 LO4 LO5

SECTION – B

All questions are compulsory

7 x 3 = 21 Marks

Questions	CO	Bloom's Level
<p>Q. 2: (A). Suppose you are opening an e-healthcare platform for services. The platform will be supported by internal and external services delivery managers and workers. What will be the variables associated with internal delivery team? OR</p>	2	LO2,3
<p>Q2(B). Will it be an open innovation or closed innovation? Justify.</p>	3	LO3
<p>Q. 3: (A). What will be the parameters for external sales delivery managers in the e-platform? OR</p>	4	LO4
<p>Q3(B). What unique services can the e-platform deliver?</p>	5	
<p>Q. 4: (A). Can there be 'smart services' ensured for overall e-healthcare delivery? OR</p>	3	
<p>Q4(B) For old-age patients, will you do any modification in sales package?</p>	1	

SECTION - C

Read the case **Zomato** and answer the questions below

7×02 = 14 Marks

While executives in the industry said that the public demand for quick commerce had been established, especially in urban and high population-density areas, the key task in 2024 would be to improve profitability and experiment with various categories as well as sale events.

When Zomato acquired the online grocery firm Blinkit for \$570 mn in an all-stock deal in 2022, sector analysts and investors were watching out for how Blinkit would get integrated with its food-delivery parent. Soon after the acquisition, management told analysts that Blinkit’s integration with Zomato, especially of the delivery fleet, would drive better efficiencies as the publicly listed firm charted its path to profitability. Zomato pland to diversify into the catering business by leveraging its established network of restaurant partners as part of a broader strategy to service large orders, said a senior executive at the food delivery platform.

The company is also looking to add more offerings to its loyalty programme, Gold, despite concerns about the potential impact on profitability. Rakesh Ranjan, chief executive for food delivery, said in an interview, “ If I want to have a gathering of 20 people at home..... right now food delivery does not lend itself well into that kind of a use case. It is winter, I want to have a party, or I want to do a small picnic in the local park. There are tons of such use cases in the offline world. But the food delivery does not lend itself into it very well. It is only about tying some of those loose threads..... so that’s what we’re going to focus on,’ he said.

This June, Zomato introduced the multi-cart feature allowing users to order from multiple restaurants at the same time.

This rolls into the Gurugram-based company’s broader strategy to introduce mor use cases for food delivery in an effort to grow is total addressable market. Ranjan said Zomato is seeking to build ‘occasions’ for customers to order more by initiating operational changes and thorough marketing campaigns.

Questions	CO	Bloom’s Level
Questions:		
Q. 5: (A). Should Zomato have a loyalty programme, ‘Gold’ ?	2	LO3
Q. 5: (B). Can we classify Zomato into a quick-commerce category?	3	LO4

Kindly fill the total marks allocated to each CO’s in the table below:

COs	Marks Allocated
CO1	5 Marks (Example)

(Please ensure the conformity of the CO wise marks allocation as per your TLEP.)

Blooms Taxonomy Levels given below for your ready reference:

- L1= Remembering**
- L2= Understanding**
- L3= Apply**
- L4= Analyze**
- L5= Evaluate**
- L6= Create**
