



**UNIVERSITI KUALA LUMPUR
BUSINESS SCHOOL**

**FINAL EXAMINATION
OCTOBER 2024 SEMESTER**

COURSE CODE	: ECB30903
COURSE NAME	: DIGITAL TRANSFORMATION MANAGEMENT
PROGRAMME NAME	: BACHELOR OF BUSINESS ADMINISTRATION (HONS) IN MANAGEMENT AND ENTREPRENEURSHIP
DATE	: 10 FEBRUARY 2025
TIME	: 9.00 AM – 12.00 PM
DURATION	: 3 HOURS

INSTRUCTIONS TO CANDIDATES

1. Please **CAREFULLY** read the instructions given in the question paper.
2. This question paper has information printed on both sides of the paper.
3. This question paper consists of **TWO (2) Sections; Section A and Section B**.
4. Answer **ALL** questions in **Section A and Section B**.
5. Please write your answers on the answer booklet provided.
6. All questions must be answered in **English** (any other language is not allowed).
7. **This question paper must not be removed from the examination hall.**

THERE ARE FOUR (4) PAGES OF QUESTIONS, EXCLUDING THIS PAGE.

SECTION A (Total: 40 marks)**INSTRUCTION: Answer ALL questions.****Please use the answer booklet provided.****Question 1**

(a) Define *Transformational Leadership* and explain its role in digital transformation.

(4 marks)

(b) Describe any **THREE (3)** characteristics of a Transformational Leader.

(6 marks)

Question 2

(a) Define *Business Model Innovation (BMI)* and explain its significance in today's competitive market.

(4 marks)

(b) Explain **THREE (3)** key drivers of Business Model Innovation.

(6 marks)

Question 3

(a) Describe any **THREE (3)** types of Intellectual Property Rights (IPR). Provide an example for each.

(6 marks)

(b) Explain how digital piracy impacts Intellectual Property Rights.

(4 marks)

Question 4

(a) Explain the term Big Data and how it poses a challenge to Internet Privacy.

(6 marks)

(b) Describe **TWO (2)** roles of Privacy Data Protection Act (PDPA) 2010 in addressing privacy concerns.

(4 marks)

SECTION B (Total: 60 marks)**INSTRUCTION: Answer ALL questions.****Please use the answer booklet provided.****Question 1**

Nexus Connect is a mid-sized technology company specializing in manufacturing IoT devices. Recently, they have embarked on a digital transformation journey to enhance their operational efficiency, improve customer engagement, and remain competitive in a rapidly evolving market. The CEO has appointed you as the Chief Digital Officer (CDO) to lead this initiative. However, the company faces challenges such as resistance to change, unclear strategic goals, and ethical concerns around customer data privacy.

- (a) Describe any **FOUR (4)** key components of an effective digital transformation strategy for Nexus Connect.

(8 marks)

- (b) As a new appointed Chief Digital Officer (CDO), suggest **THREE (3)** ways for digital leadership to drive successful digital transformation at Nexus Connect.

(6 marks)

- (c) Identify and explain **THREE (3)** ethical concerns Nexus Connect must address during their digital transformation journey.

(6 marks)

- (d) Suggest a step-by-step approach to addressing resistance to change among employees at Nexus Connect

(10 marks)

Question 2

A traditional bookstore, Gedung Ilmu, has been struggling to compete with online retailers and e-book platforms. To adapt, the company introduces a new business model that combines an online bookstore with subscription services, personalized book recommendations using AI, and a digital library for members. They also set up community spaces in their physical stores for book clubs and events to attract more customers.

- (a) Discuss in detail any **TWO (2)** ways that Gedung Ilmu's new approach exemplify BMI?
(8 marks)
- (b) Describe **THREE (3)** primary value proposition of Gedung Ilmu's new business model?
(6 marks)
- (c) Explain **TWO (2)** ethical considerations to be considered when dealing with customer data that are used for book recommendations among Gedung Ilmu members.
(4 marks)
- (d) As a new appointed Chief of Digital Transformation, propose **THREE (3)** measures to ensure successful implementation of the digital transformation strategy in Gedung Ilmu.
(6 marks)
- (e) How can Gedung Ilmu compete with global online platforms like Amazon?
(6 marks)

END OF EXAMINATION QUESTIONS