



**UNIVERSITI KUALA LUMPUR
BUSINESS SCHOOL**

**FINAL EXAMINATION
OCTOBER 2025 SEMESTER**

COURSE CODE : ECB30903

COURSE NAME : DIGITAL TRANSFORMATION MANAGEMENT

PROGRAMME NAME : BACHELOR OF BUSINESS ADMINISTRATION (HONS)
(FOR MPU: PROGRAMME LEVEL) IN MANAGEMENT AND ENTREPRENEURSHIP

DATE : 27 JANUARY 2026

TIME : 09:00AM - 12.00PM

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** section.
4. **Section A** consists of **FOUR** questions. Answer **ALL**. **Section B** consists of **FOUR (4)** questions answer **THREE (3)** only.
5. All questions must be answered in **English** (any other language is not allowed).
6. Please write your answer on th answer booklet provided.
7. This question paper must not be removed from the examination hall.

THERE ARE 4 PAGES OF QUESTIONS, EXCLUDING THIS PAGE.

SECTION A (Total: 40 marks)

INSTRUCTION: Answer ALL questions.
Please use the answer booklet provided.

Question 1

Demonstrate how organizations have utilized and can further utilize Information Technology (IT) technologies in their business processes to improve efficiency and competitiveness. Your answer should include relevant examples of IT technologies and their impact on business operations. (10 Marks)

Question 2

Explain **FIVE (5)** effective strategies managers and leaders can use to develop new and existing talent in an organization. (10 marks)

Question 3

Explain **FIVE (5)** major digital trends currently transforming modern businesses. Provide examples to support your answer. (10 marks)

Question 4

Form a comprehensive view of how Information Technology (IT) acts as an enabler for businesses. (10 marks)

SECTION B (Total: 60 marks)**INSTRUCTION: Answer THREE (3) questions ONLY.****Please use the answer booklet provided.****Question B1**

A factory uses manual scheduling and paper-based reporting, resulting in frequent machine downtime and production delays.

- a) Identify the problem clearly. (2 marks)
- b) Recommend **TWO (2)** IT-based solutions. (4 marks)
- c) Critically choose the best solution and justify your reasoning. (6 marks)
- d) Design **FOUR (4)** measurement indicators after implementation. (8 marks)

Question B2

A restaurant chain wants to improve customer engagement and streamline its operations by adopting digital technologies. Propose a Digital Transformation Strategy for the chain.

- a) Assess **THREE (3)** areas where digitalization is needed. (3 marks)
- b) Propose **THREE (3)** digital solutions to address the identified areas. (6 marks)
- c) Justify **TWO (2)** benefits to customers and **TWO (2)** benefits to management. (8 marks)
- d) Recommend **ONE (1)** method to evaluate customer satisfaction after digitalization. (3 marks)

Question B3**Efficient Supply Chain at FreshMart**

FreshMart is a medium-sized grocery retail chain in Malaysia with 50 stores nationwide. They specialize in selling fresh produce, dairy products, and packaged foods. Recently, FreshMart faced challenges in managing inventory levels due to fluctuating customer demand and delays from suppliers. Some stores experienced stockouts of popular items, while others had excess inventory of perishable goods, leading to waste.

To address this, FreshMart implemented a Supply Chain Management system that includes:

- Real-time inventory tracking using IoT sensors and barcode scanners.
- A centralized warehouse system to optimize stock distribution.
- Advanced demand forecasting using historical sales data and seasonal trends.
- Supplier collaboration portal to track shipments and reduce lead times.

After six months, FreshMart reported:

- 20% reduction in stockouts.
- 15% decrease in perishable goods waste.
- Improved customer satisfaction and sales consistency across stores.

- a) Discuss on the main supply chain challenges that faced by FreshMart? (5 marks)
- b) Explain on how SCM can impacts customer satisfaction in the context of FreshMart. (5 marks)
- c) Discuss on the SCM strategies contributed to reducing waste of perishable goods? (5 marks)
- d) List out on the key performance indicators (KPIs) should FreshMart track to ensure continued SCM efficiency? (5 marks)

Question B4**Implementing ERP at GlobalTech Manufacturing**

GlobalTech Manufacturing is a mid-sized company producing electronic components. The company has been using separate software systems for inventory, sales, production, and accounting. This fragmentation has caused delays in reporting, frequent errors in stock management, and difficulties in tracking orders.

The management decided to implement an ERP system to integrate all functions into a single platform. They chose a cloud-based ERP solution to enable real-time data access across departments. After six months, the company noticed improvements in process efficiency, reduced inventory costs, and faster decision-making. However, some employees struggled to adapt to the new system, and additional training sessions were required.

- a) Describe on the main challenges the GlobalTech faced before implementing ERP? (5 marks)
- b) Explain on how did the ERP system help GlobalTech improve its operations? (5 marks)
- c) Describe on the potential issues that can arise during ERP implementation? (5 marks)
- d) Explain on the factors should GlobalTech consider for successful ERP adoption? (5 marks)

END OF EXAMINATION PAPER