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NPTEL (<https://swayam.gov.in/explorer?ncCode=NPTEL>) » Artificial Intelligence (AI) for Management (course)



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Course outline

- About NPTEL (0)
- How does an NPTEL online course work? (0)
- Week 1 (0)
- Week 2 (0)
- Week 3 (0)
  - Digital Business Strategy:

# Week 3 : Assignment 3

The due date for submitting this assignment has passed.

Due on 2026-02-11, 23:59 IST.

## Assignment submitted on 2026-02-11, 23:44 IST

1) Which of Michael Porter's generic strategies seeks to achieve a competitive advantage **1 point** by producing and selling products at a lower price than rivals for the same quality and grade?

- Differentiation
- Focus Strategy
- Cost Leadership
- Turnaround Strategy

Yes, the answer is correct.

Score: 1

Accepted Answers:

*Cost Leadership*

2) The IT Strategic Grid categorizes a new technology initiative that has a low impact on **1 point** an organization's overall strategy but a high impact on its day-to-day operations and efficiency as falling into which quadrant?

- Strategic
- Support
- Turnaround
- Factory

Yes, the answer is correct.

Enterprise systems to Ecosystems - 1 (unit? unit=36&lesson=37)

Digital Business Strategy: Enterprise systems to Ecosystems - 2 (unit? unit=36&lesson=38)

AI-Driven Business Models and Platforms (unit? unit=36&lesson=39)

**Quiz: Week 3 : Assignment 3 (assessment? name=40)**

Week 3 Feedback Form: Artificial Intelligence (AI) for Management!! (unit? unit=36&lesson=41)

**Week 4 ()**

**Week 5 ()**

**Week 6 ()**

**Download Videos ()**

**Lecture Materials ()**

**Live session**

Score: 1

Accepted Answers:

*Factory*

3) In Porter's original Value Chain framework (1985), Information Technology was typically **1 point** depicted as a:

- Support activity
- Primary activity
- Strategic activity
- Outbound logistics activity

Yes, the answer is correct.

Score: 1

Accepted Answers:

*Support activity*

4) The concept of "Business Model" evolved in management literature primarily following **1 point** the 2000s dot-com bubble burst because:

- Investors required clear evidence of how new, technology-based businesses would convert value creation into monetization.
- Organizations needed a new way to structure their accounting.
- Firms needed a framework to manage internal IT projects.
- Existing competitive strategy frameworks were found to be entirely obsolete

Yes, the answer is correct.

Score: 1

Accepted Answers:

*Investors required clear evidence of how new, technology-based businesses would convert value creation into monetization.*

5) Which of the following are considered primary activities in Michael Porter's Value Chain **1 point** framework? (Multiple correct options are possible, Select all that apply)

- Inbound Logistics
- Technology Development
- Service
- Human Resource Management

Yes, the answer is correct.

Score: 1

Accepted Answers:

*Inbound Logistics  
Service*

6) In the context of digital platforms, the concept that the value of a platform increases **1 point** with the number of users is known as:

- Market capitalization effect

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- Digital ecosystem orchestration
- Viral monetization
- Network effect

Yes, the answer is correct.

Score: 1

Accepted Answers:

*Network effect*

7) In the definition of a digital platform, who is responsible for setting the “governance conditions” or the rules of the game for interactions between external producers and consumers? **1 point**

- The external producers
- The consumers or users
- The government regulatory body
- The platform owner

Yes, the answer is correct.

Score: 1

Accepted Answers:

*The platform owner*

8) Which AI business model capitalizes on the necessity of large volumes of curated information for developing algorithms? **1 point**

- AI Product as a Service
- AI-Driven Platforms
- AI Data Monetization
- End-to-End Encrypted Ecosystems

Yes, the answer is correct.

Score: 1

Accepted Answers:

*AI Data Monetization*

9) The shift of a professional networking site like LinkedIn to incorporate more social posts (e.g: conference interactions) is primarily a strategy aimed at: **1 point**

- Eliminating its existing professional networking competitors.
- Moving away from the matchmaking business model.
- Preparing to adopt a software-as-a-product model.
- Sustaining user engagement and active participation on the platform.

Yes, the answer is correct.

Score: 1

Accepted Answers:

*Sustaining user engagement and active participation on the platform.*

10) “Frictionless entry” in platform strategy primarily enables: **1 point**

- Lower operational costs for the platform owner
- Rapid participation growth that accelerates network effects
- Higher pricing control over complements
- Increased regulation of user-generated value

Yes, the answer is correct.

Score: 1

Accepted Answers:

*Rapid participation growth that accelerates network effects*