



# PRESIDENCY UNIVERSITY

BENGALURU

Roll No.														
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## End - Term Examinations – MAY 2025

Date: 20-05-2025

Time: 09:30 am – 12:30 pm

School: SOC	Program: Bachelor of Business Administration	
Course Code : BBB3020	Course Name: Blockchain Analytics	
Semester: VI	Max Marks: 100	Weightage:50%

CO - Levels	C01	C02	C03	C04	C05
Marks	11	18	26	35	10

### Instructions:

- (i) Read all questions carefully and answer accordingly.
- (ii) Do not write anything on the question paper other than roll number.

### Part A

Answer ALL the Questions. Each question carries 2 marks.

10Q x 2M=20M

1.	Define semantic layer in a blockchain system.	2 Marks	L1	C01
2.	Mention two differences between the execution layer and the application layer.	2 Marks	L2	C01
3.	Define the term monetising data in the context of blockchain analytics.	2 Marks	L1	C04
4.	Define whales in cryptocurrencies.	2 Marks	L2	C03
5.	Identify any two ethical issues in using blockchain.	2 Marks	L1	C05
6.	State the meaning of data breaches.	2 Marks	L2	C03
7.	State two benefits of aligning blockchain with business objectives.	2 Marks	L2	C03
8.	Define scaling blockchain.	2 Marks	L1	C02
9.	List two tools used to install and test a blockchain client.	2 Marks	L1	C04
10.	Define decentralised finance (DeFi).	2 Marks	L1	C05

### Part B

Answer ALL the Questions. Each question carries 7 Marks.

Total Marks 35M

11.	a.	Compare and contrast centralised and decentralised networks using examples.	07 Marks	L3	C01
Or					

12.	a.	Illustrate the role of the propagation layer in blockchain operations.	07 Marks	L3	CO 1
13.	a.	Examine how cryptography ensures data integrity in blockchain.	07 Marks	L1	CO 2
<b>Or</b>					
14.	a.	Describe the impact of blockchain applications in the healthcare sector.	07 Marks	L3	CO 2
15.	a.	Explain how blockchain improves supply chain transparency.	07 Marks	L3	CO 3
<b>Or</b>					
16.	a.	Analyze the contribution of founders and early adopters in blockchain evolution.	07 Marks	L1	CO 3
17.	a.	Discuss how blockchain can be used for exchanging and integrating data effectively.	07 Marks	L3	CO 4
<b>Or</b>					
18.	a.	Demonstrate the process of setting up a blockchain analytics platform in a business environment.	07 Marks	L3	CO 4
19.	a.	Discuss the legal compliance requirements related to cryptocurrencies.	07 Marks	L2	CO 5
<b>Or</b>					
20.	a.	Identify the environmental and social impacts of blockchain technologies.	07 Marks	L3	CO 5

### Part C

**Answer any Three Questions. Each question carries 15 marks**

**3Q x 15M=45M**

21.	a.	A pharma company faces challenges in verifying the authenticity of raw materials. Evaluate how blockchain can ensure traceability and quality.	15 Marks	L1	CO3
22.	a.	a. Discuss the case study of Mastercard and Blockchain for Fraud Prevention (7 Marks) b. Discuss case study Reliance Industries & JioMart's Supplier Blockchain (8 Marks)	15 Marks	L2	CO 4
23.	a.	Discuss the scope of blockchain as per implications in various sectors with examples.	15 Marks	L3	CO 3
24.	a.	Critically evaluate how blockchain-driven data analytics can support decision-making in the retail industry	15 Marks	L1	CO 4