



# PRESIDENCY UNIVERSITY

BENGALURU

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

Date: 26-05-2025

Time: 09:30 am – 12:30 pm

School: SOM-PG	Program: MBA	
Course Code: MBA2043	Course Name: Technology Foundations for Business	
Semester: II	Max Marks: 100	Weightage: 50%

CO - Levels	C01	C02	C03	C04	C05
Marks	09	31	40	20	-

### 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 3 marks.

10Q x 3M=30M

1.	Identify atleast three (3) usages of Drone Technology.	3 Marks	L1	C03
2.	Name atleast three (3) leading CRM companies in the world.	3 Marks	L1	C02
3.	Recall atleast three (3) benefits of Blockchain Technology	3 Marks	L1	C03
4.	Distinguish between push-based and pull-based Supply Chain Models. Give suitable examples.	3 Marks	L1	C02
5.	State atleast three (3) Customer Network (CN) behaviors that the businesses can use to harness while mastering disruptive business models.	3 Marks	L1	C03
6.	In the current age of digital disruption, it is clear that "platforms rule the market, rather than just products." With reference to this context, show at least five (5) platforms that rule the market in various business domains. Give two (2) examples for each.	3 Marks	L2	C03
7.	Identify any five (5) results of the "Bullwhip Effect" that may affect the Supply Chain	3 Marks	L2	C03

8.	With the help of a neat sketch, illustrate the Information System (IS) Triangle.	3 Marks	L2	C01
9.	Distinguish between Information Technology (IT) and Information System (IS).	3 Marks	L2	C01
10.	List the benefits of Agile Models.	3 Marks	L2	C01

## Part B

**Answer the following Questions.**

**Total Marks 40M**

11.	a.	With the help of suitable examples, demonstrate the transition of the 4 industrial revolutions.	10 Marks	L3	C03
Or					
12.	a.	With applicable examples, illustrate with detailed explanation, atleast five (5) application areas of industry cases of Robots.	10 Marks	L3	C03
13.	a.	There are various dimensions of differentiation between a Wireframe, Mockup, and a Prototype. summarize atleast five (5) differences between a Wireframe, Mockup, and a Prototype.	10 Marks	L3	C04
Or					
14.	a.	While designing Wireframes, there are some best practices to be followed. With the help of applicable examples, explain in detail the seven (7) best practices of Wireframe Designs.	10 Marks	L3	C04
15.	a.	Estimation in Software Development project is a very key activity that determines how much effort, cost, and resources are needed to accomplish a project. With reference to this context, answer the following questions:  (a) Explain why estimation is important?  (b) Explain what happens without proper estimations?	10 Marks	L3	C04
Or					
16.	a.	With the help of suitable examples, explain in detail "Expert Judgment Estimation" covering the following:  (a) Definition. (b) Key Characteristics. (c) Benefits and Limitations.	10 Marks	L3	C04

<b>17.</b>	<b>a.</b>	Business disruptions in any domain area are inevitable in today's dynamic world. Choosing how to respond to business disruptions is very important for organizations to maintain competitive edge. With reference to this context, and using suitable examples, explain in detail, the Gartner's A6 model to deal with disruptions.	<b>10 Marks</b>	<b>L3</b>	<b>C02</b>
<b>Or</b>					
<b>18.</b>	<b>a.</b>	Cloud computing has revolutionized the way businesses operate in the current times. With reference to this context, and using suitable examples, explain in detail the differences between Public, Private, and Hybrid clouds.	<b>10 Marks</b>	<b>L3</b>	<b>C02</b>

### Part C

**Answer all the Questions. Each question carries 15 marks**

**2Q x 15M=30M**

<b>19.</b>	<b>a.</b>	Artificial Intelligence (AI) and Machine Learning (ML) are rapidly changing the way of our daily life. With reference to this context, demonstrate the applications of AI and ML in the following industry areas. Specific use cases and examples must be provided.  (i) Education  (ii) Retail	<b>15 Marks</b>	<b>L3</b>	<b>C03</b>
<b>20.</b>	<b>a.</b>	Blockchain Technology is rapidly changing the scenario in various business domains. With reference to this context, and using suitable examples, explain in detail, specifically in the education sector, how blockchain technology is beneficial.	<b>15 Marks</b>	<b>L3</b>	<b>C02</b>