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PRESIDENCY UNIVERSITY

Presidency University Act, 2013 of the Karnataka Act No. 41 of 2013 | Established under Section 2(f) of UGC Act, 1956
Approved by AICTE, New Delhi | Approved By BCI
Bengaluru

Even Semester Mid Term, March 2026

Date: 11/03/2026

Time: 09:30 AM - 11:00 AM

Course Code: MBA3049

Course Name: Industry 40

Semester: Fourth Semester

Max. Marks: 50

Weightage: 50%

CO - Levels	CO1	CO2
Marks	60	10

Part A: Answer Following Questions. 15 M

Qn.No	Questions	M	CO	BT
1	Recognize at least five (5) factors leading to successful business transformation.	3	CO1	BT1
2	Identify the characteristics of a Smart City, with suitable examples.	3	CO1	BT1
3	State the three (3) 'drivers' of Industry 4.0.	3	CO1	BT1
4	Identify the technology enablers fueling the Industry 4.0.	3	CO1	BT1
5	Define the term "Industry 4.0" as per the World Economic Forum.	3	CO1	BT1

Part B: Answer Any 1 Following Questions. 10 M

Qn.No	Questions	M	CO	BT
6	Explain the four (4) characteristics of Smart Cities, with applicable examples.	10	CO1	BT2
7	India is experiencing a rapid growth in digital business transformation. Recognize India's strength compared to other developing countries using appropriate examples to validate your answer.	10	CO1	BT2

Part C: Answer Any 1 Following Questions. 10 M

Qn.No	Questions	M	CO	BT
8	With the help of relevant examples, discuss the pivotal moments in the IoT market evolution.	10	CO1	BT2
9	With the help of a neat sketch, explain the layers of IoT Architecture.	10	CO2	BT2

Part D: Answer Following Questions. 15 M

Qn.No	Questions	M	CO	BT
10	With suitable examples, explain the six (6) design principles of Industry 4.0.	15	CO1	BT2