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PRESIDENCY UNIVERSITY BENGALURU

**SET-B**

SCHOOL OF MANAGEMENT

**END TERM EXAMINATION – MAY/JUNE 2024**

**Semester:** Semester IV - 2022

**Course Code:** BBA3056

**Course Name:** Internet and Related Technologies

**Program:** BBA

**Date:** June 18, 2024

**Time:** 9:30 AM – 12.30 PM

**Max Marks:** 100

**Weightage:** 50%

**Instructions:**

1. *Read all questions carefully and answer accordingly.*
2. *Question paper consists of 3 parts.*
3. *Scientific and non-programmable calculator are permitted.*
4. *Do not write any information on the question paper other than Roll Number.*

**PART - A**

**ANSWER ANY 5 QUESTIONS 5 X 2 = 10M**

* 1. Describe the objectives of Industry 5.0
  2. Give any two examples for increasing the carbon foot prints
  3. Describe Warehouse Automation
  4. Give any two application of IOT in SCM.
  5. Discuss Content Marketing
  6. Give any two examples for E-CRM
  7. Give any two application of Green supply chain management

(CO5) [Knowledge] (CO5) [Knowledge] (CO4) [Knowledge] (CO4) [Knowledge] (CO3) [Knowledge] (CO3) [Knowledge] (CO5) [Knowledge]

**PART - B**

**ANSWER ANY 5 QUESTIONS 5 X 10 = 50M**

* 1. Difference between Industry 4.0 & 5.0

(CO5) [Comprehension]

* 1. A sustainable supply chain is one that fully integrates ethical and environmentally responsible practices into a competitive and successful model. Discuss
  2. Discuss elaborately about AI Influence in Supply chain.
  3. Explain the influence of Robotics and Augumented data intelligence in SCM.
  4. Explain SQL, DBMS, Data Mining and its impact on E-Commerce
  5. Discuss about the TCP, UPD and its applications
  6. Write the advantages and disadvantages of Netwrok architecture

(CO5) [Comprehension] (CO4) [Comprehension] (CO4) [Comprehension] (CO3) [Comprehension] (CO2) [Comprehension] (CO1) [Comprehension]

**PART - C**

**ANSWER ANY 2 QUESTIONS 2 X 20 = 40M**

* 1. Elucidate the points that the technologies impact on environment sustainability
  2. Explain the cookies and its types

(CO5) [Application] (CO3) [Application]

* 1. Network Architecture is the critical foundation of any digital environment. Justify the statement with types of network architecture and key components

(CO1) [Application]