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PRESIDENCY UNIVERSITY BENGALURU

**SET-A**

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. Give any two examples for Green Marketing.
  2. Define Green Washing.
  3. Define CPRF.
  4. Describe SOA.
  5. Give any two applications of DBMS in Ecommerce.
  6. Discuss Content Marketing.
  7. Differentiate between Industry 4.0 & 5.0.

(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. Green marketing is the practice of promoting products or services that are sustainable and eco- friendly.

(CO5) [Comprehension]

* 1. Enabling Technologies and its impact on Environment sustainability. Infer the points,

(CO5) [Comprehension]

* 1. Elaborate CPRF,
  2. Interpret the benefits of Warehouse Automation,
  3. Explain the current trends in E-commerce,
  4. Explain the Models of Cloud and its application,
  5. Explain the types of Networks Based on Coverage Area,

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

(CO1) [Comprehension]

**PART - C**

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

* 1. Green Supply chain minimizes the carbon foot prints. Discuss your points
  2. Explain about web transaction logs and Shopping cart Database

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

* 1. Layering is the communication functions which are partitioned into a vertical set of 7 layers. Each layer performs a related set of functions and enriching the services. Explain the Statement.

(CO1) [Application]