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**Presidency University**

**Bengaluru**

**SCHOOL OF COMMERCE**

**Summer Term End Term Examinations, August 2024**

**Winter Semester**: 2023 - 24

**Course Code**: BBA3056

**Course Name**: Internet & Related Technologies

**Program & Sem**: BBE, BBD & IV

**Date**: 08 / August / 2024

**Time**: 09.30Am to 12.30Pm

**Max Marks**: 100

**Weightage**: 50%

**Instructions:**

1. *Read the all questions carefully and answer accordingly.*
2. *Question paper consists of three parts.*
3. *Scientific and Non Programable Calculators are Permitted.*
4. *Do not write any information on the question paper other than roll number.*

**Part A**

**Answer any FIVE Questions. (5 Q x 2 M = 10 M)**

1. Describe Peer-to-Peer Network (C.O.No.1) [Remember]

2. Mention the types of layers in OSI Model (C.O.No.1) [Remember]

3. Give the benefits of firewalls (C.O.No.2) [Remember]

4. Define SAAS Cloud Model (C.O.No.2) [Remember]

5. Infer your points on content marketing (C.O.No.3) [Understand]

6. How does cookies work? (C.O.No.3) [Apply]

7. Give any two Applications of IOT (C.O.No.4) [Apply]

**Part B**

**Answer any FIVE Questions. (5 Q x 10 M = 50 M)**

8. Explain network architecture and its types in detail (C.O.No.1) [Understand]

9. Differentiate TCP & UDP (C.O.No.2) [Understand]

10. Enumerate the models of Cloud in the form of implementation (C.O.No.2) [Apply]

11. Design a Shopping cart database for your website (C.O.No.3) [Apply]

12. Describe the Affiliate Marketing and Viral Marketing with examples (C.O.No.3) [Understand]

13. Review the influence of AI in industry of your choice (C.O.No.4) [Apply]

14. Explain about the Green concept in Industry (C.O.No.5) [Understand]

**Part C**

**Answer any TWO Questions. (2 Q x 20 M = 40 M)**

15. Explain the OSI MODEL (C.O.No.1) [Apply]

16. Review the Strategies of B2B marketing with examples (C.O.No.3) [Apply]

17. Explain the factors influencing Industry 5.0 and apply with examples (C.O.No.5) [Apply]