

PSG COLLEGE OF ARTS & SCIENCE
(AUTONOMOUS)
BBA DEGREE EXAMINATION MAY 2026
(Second Semester)

Branch – BUSINESS ADMINISTRATION

EMERGING TECHNOLOGIES FOR BUSINESS

Time: Three Hours

Maximum: 75 Marks

SECTION-A (10 Marks)

Answer ALL questions

ALL questions carry EQUAL marks (10 × 1 = 10)

Module No.	Question No.	Question	K Level	CO
1	1	Which feature allows cloud users to pay only for what they use? (i) Rapid elasticity (ii) Resource pooling (iii) Measured service (iv) Broad network access	K1	CO1
	2	In which service model does the cloud provider manage the OS and runtime environment? (i) IaaS (ii) PaaS (iii) SaaS (iv) On-Premise	K2	CO1
2	3	Using Big Data analytics to forecast customer demand is an example of: (i) Descriptive analytics (ii) Diagnostic analytics (iii) Predictive analytics (iv) Prescriptive analytics	K1	CO2
	4	The process of removing duplicates and correcting inconsistent records is called: (i) Data warehousing (ii) Data cleaning (iii) Data mining (iv) Data visualization	K2	CO2
3	5	In a permissioned network controlled by a single organization, the blockchain type is (i) Public (ii) Private (iii) Consortium (iv) Open	K1	CO3
	6	A key difference between cryptocurrencies and CBDCs is that CBDCs are (i) Decentralized and anonymous (ii) Issued and regulated by central banks (iii) Mined by the public (iv) Used only for international trade	K2	CO3
4	7	Which connectivity technology is best suited for ultra-low latency, high-bandwidth IoT use cases (e.g., autonomous systems)? (i) Wi-Fi (ii) LPWAN (iii) 5G (iv) Bluetooth	K1	CO4
	8	Smart traffic control and waste management systems are examples of IoT in: (i) Retail (ii) Healthcare (iii) Smart cities (iv) Logistics	K2	CO4
5	9	Microsoft HoloLens is best categorized as (i) AR/MR headset (ii) VR headset (iii) 3D printer (iv) IoT gateway	K1	CO5
	10	Using VR for safety training in hazardous workplaces is an example of: (i) Digital advertising (ii) Simulation-based training (iii) Cloud orchestration (iv) Data preprocessing	K2	CO5

Cont...

SECTION - B (35 Marks)Answer **ALL** questions**ALL** questions carry **EQUAL** Marks (5 × 7 = 35)

Module No.	Question No.	Question	K Level	CO
1	11.a.	List the key characteristics of Cloud Computing.	K3	CO1
		(OR)		
	11.b.	Explain Data Security in Cloud Computing.		
2	12.a.	Choose the applications of Big Data in business decision-making.	K4	CO2
		(OR)		
	12.b.	Write a short note on Data Cleaning in Big Data Analytics.		
3	13.a.	Determine the types of Blockchain.	K3	CO3
		(OR)		
	13.b.	Write a short note on Blockchain for KYC compliance.		
4	14.a.	Explain the role of Robotics in Industry 4.0.	K3	CO4
		(OR)		
	14.b.	Describe IoT connectivity technologies: Wi-Fi, 5G, and LPWAN.		
5	15.a.	Distinguish between Augmented Reality (AR) and Virtual Reality (VR).	K4	CO5
		(OR)		
	15.b.	Elaborate AR/VR hardware with examples such as HoloLens and Oculus.		

SECTION -C (30 Marks)Answer **ANY THREE** questions**ALL** questions carry **EQUAL** Marks (3 × 10 = 30)

Module No.	Question No.	Question	K Level	CO
1	16	Evaluate Data Security and Compliance in the Cloud. Describe security mechanisms and regulatory standards.	K5	CO1
2	17	Explain the role of Big Data Analytics in business decision-making with suitable real-world examples.	K5	CO2
3	18	Justify Cryptocurrencies and Central Bank Digital Currencies (CBDCs). Compare their features and applications.	K4	CO3
4	19	Explain IoT fundamentals. Describe sensors, connectivity technologies, and the role of cloud & edge computing.	K3	CO4
5	20	Elaborate the architecture of an AR/VR system with a neat diagram.	K6	CO5

Z-Z-Z

END