Time allowed: 2 Hrs 30 Min
Max Marks: 50

Roll No: _____

Instruction: Students are required to write Roll No on every page of the question paper, writing anything except the Roll No will be treated as **Unfair Means.** All other instructions on the reverse of Admit Card should be followed meticulously.

Sections	No. of Questions to attempt	Marks	Total Marks
A	Minimum 3 question with internal choices and CILO (Course Intended Learning Outcome) covered Or Maximum 6 questions with internal choices and CILO covered (as an example)	3*10 Or 6*5	30
B	Compulsory Case Study with minimum of 2 questions	20	20
			50

Section A   Answer all three questions (you have choice for each) 3*10

Question 1   What are the five laws of Emerging IT and how they are applicable for developments like Uber, OLA, AirBnb etc. Pick any one as an example and underline the application of These laws of Emerging IT.   (CILO1)   10

Or

Recently some of Chinese apps were banned and one of them was TikTok. How will you explain the phenomenal success of this app based on what principles. Why is it that we do not have similar Indian example, if you one explain. .   (CILO1)   10

Question 2 BIMTECH is planning to enter into online Education for non campus students in a bug way. How will you explain this changes using Modified Venkatraman model. Where does it stand today and which stage t will reach?   (CILO1)   10

Or

In the same example above how will you create platform for off campus students for BIMTECH. Identify the key attributed of this platform, suppliers and users. Your answer should reflect your deep thinking and recommendations for BIMTECH. (CILO2)   10

Question 3 COVID and lockdown has given rise to severe challenges for migrant laborers. They returned to their native place and now are willing to come back and join the work. You have been asked by the authorities to suggest emerging technology solution for enabling

their employment, safety, health monitoring and mental wellbeing.   What solution would you like to propose that is easy, cost effective and innovative. Describe the solution , its advantages and disadvantages .   (CILO2)   10

Or

Due to lockdown most paper based transactions are being avoided or not reaching the destination. This has given rise to huge online transactions through emails and attachments. Updating the content in various databases such as admission, accounts hostel etc is a nightmare. Which emerging technology solution do   you propose? Remember you did a hands-on exercise on that tool as well.   (CILO2)   10

Section B

Please refer to the attached pdf enlisting various technologies and platform site with use cases.   Choosing **International business or education** as domain, present path breaking ideas for revenue growth.

Based on these you have to present path braking ideas using technology or site (s) as er the enclosure , Explain the reason why you have selected , what is the product or services which you propose and for which customer segment .

Question 4   a. Explain what business opportunity you are aiming,   (CILO3)   10
                b. Why you have selected the very technology or platform,
                c. What is the product or services you will propose and
                d. for which customer segments solving what all problems

Question 5   a. What would be revenue and cost model for this .   (CILO3)   10
                b. How much investment would you need in Year 1, 2 and 3