<PGDM /PGDM IB, 2021-23
< Emerging Technology Platform and Services >
<DM-482/IB-481>
Trimester – IV, End-Term Examination: September 2022

Time allowed: 2 Hrs   Max Marks: 40

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 4 questions with internal choices and all COs (Course Intended Learning Outcomes) covered in the Question Paper	4* 5	20
B	Compulsory Case Study	20	20
			40

Section A   Answer all questions (you have an internal choice in each question) 4*5

1. What is cloud computing? Why cloud computing is called enabling technology for rapid adoption of emerging technologies.   Differentiate with Examples All the three types of Cloud services and cloud types in terms of ownership? (CO1)

OR

 What is SMAC? Define the components of SMAC. Explain each component of social media strategy for BIMTECH by taking a suitable example.

2. How does a company approach Digital transformation? Using the Digital Transformation cube as a framework, explain the Digital transformation stages for any company (or BIMTECH) model (CO2)

OR

What kind of Business value can IoT bring? Discuss the challenges associated with realizing the value of IoT.

3. Based on the discussion of 'Virtual Companion' (Her 2013, Replika) in the classroom, what kind of implication does this kind of AI have on individuals, society, and business? Before committing to an AI project, what kind of consistency do you need to ensure? (CO3)

OR

What are the 5 Vs of Big data? What does the name Big data signify? Explain any application where Big data is used widely.

4. Recently the fintech start up CRED was in the news. This startup's success lies in its focus on customer experience. The company has built a mobile app that makes it easy for users to track their credit scores, pay their bills on time, and apply for loans. Cred also offers rewards and discounts to customers who use its app regularly. Draw the Business model canvas and Value proposition canvas of CRED (or any other successful fintech). (CO4)

OR

What are the various categories of platform companies? What are their distinguishing characteristics? Considering BIMTECH as a company (where you are the product) what all platform innovation is possible in our institute?

SECTION B – CASE STUDY (20 Marks, min. 2 questions)

Read The case study and answer the following questions

5. Why Drife is using Blockchain and what customer problem it intends to solve using this technology. What would be the financial impact of using blockchain technologies that the customer may intend to bear? Can there be another alternative that companies like Uber may use.? (CO3)
6. Which all laws of emerging technologies can be applied to understand the future success of Drife. (CO4)

Case study:

How Drife and blockchain are disrupting the ride-sharing industry (Source: https://cointelegraph.com/press-releases/how-drife-and-blockchain-are-disrupting-the-ride-sharing-industry)

Blockchain technology has taken the world by surprise. In the last decade, many projects have used blockchain technology to power their services. There's been over 1,500 cryptocurrency platforms and applications built on the blockchain. More than 90% of these projects however have lacked real-world use cases and they've tended not to affect human lives directly but recently, that is beginning to change.

While there are numerous companies in the ride-sharing and ride-hailing industry such as Lyft, DiDi and inDriver among others, it is no secret that the biggest player here is the ride-sharing

app Uber. However, there has recently been a lot of negative news reports surrounding Uber and its services and this has increasingly seen its popularity ratings drop consistently. In December 2019, Uber lost its license to operate in London because it was considered not "fit and proper" to hold a license. In the same month of December when news broke that Uber's stock price dropped by 2% because around 6,000 cases of sexual assault had taken place in the cars of its drivers over the previous two years leading up.

Blockchain technology looking to fix ride-sharing services

Blockchain technology offers a way to make life and work easier, regardless of the industry or class, and the ride-sharing industry is one a lot of disruptors and companies in the blockchain space are looking to become major players in.

One of the companies that made this claim is Drife. Drife is a decentralized ride-sharing and peer-to-peer ride-sharing platform that was started with the intent of empowering the drivers and riders within its ecosystem. The app is built on the Aeternity blockchain and its business model is built on taking zero commission from its drivers. Drife will instead charge drivers an annual fee on its platform to access the app. "We believe when there's a driver who spends 14 to 16 hours behind the wheel, he deserves to take back all the income to his home," said Sheikh.

"Drife's unique business model could set a new standard within the ride-sharing and ride-hailing industry. While Uber, Lyft and others were formed with good intentions, they have become centralized, continuously paying their drivers less and charging their riders more. Smart contracts fix this problem by putting all ride-sharing data on the blockchain.

The Drife app has a feature that allows for the calculation of a base fare according to market conditions. This feature also affords the driver and rider the opportunity to negotiate on the fare price, and allows for fairness in pricing. Also, because this is a decentralized application on the blockchain with the elimination of intermediaries, Drife removes the issues of fares being unjustifiably increased while a ride is in progress.

With its foray into ride-sharing services, Drife plans to remove the need for a central authority such as what the traditional ride-sharing apps have. The company also uses blockchain for identification and governance. Drife drivers using the app can stake Drife's native DRF token and the drivers who stake more tokens on the platform have higher chances of getting selected for rides. Riders also get "additional benefits" when they stake the DRF token as well.

At the start, the company planned to put both payments and ride allocations on one blockchain platform, but according to Sheikh, she said, "You cannot eliminate the whole concept of middleman funders in the ride-sharing space at one go, you have to go step by step." She added, "So as a company, we will be an escrow for both drivers and riders initially. With time, the idea is that the drivers will have all the awareness that they need to run their whole business on their own and won't need anybody else to control things."