Roll No……

GL BAJAJ Institute of Management & Research Greater Noida
FIND YOUR SPARK

Plot No. 2, Knowledge Park-III, Greater Noida (U.P.) –201306

POST GRADUATE DIPLOMA IN MANAGEMENT (2024-25)
END TERM EXAMINATION (TERM -I)

Subject Name: **Emerging Technology for Digital Footprint** Time: **02.00 hrs**
Sub. Code: **PG17** Max Marks: **40**

Note: All questions are compulsory. Section A carries 5 marks: 5 questions of 1 marks each, Section B carries 21 marks having 3 questions (with internal choice question in each) of 7 marks each and Section C carries 14 marks one Case Study having 2 questions of 7 marks each.

SECTION - A

Attempt all questions. All questions are compulsory. **1×5 = 5 Marks**

Questions	CO	Bloom's Level
Q. 1: (A). How can technology improve decision-making for managers? **Q. 1: (B).** What are the benefits of using AI for data-based decision-making? **Q. 1: (C).** What is the Internet of Things (IoT)? **Q. 1: (D).** Enlist the major opportunities blockchain offers for businesses? **Q. 1: (E).** What are the limitations of integrating VR or AR into business operations?	CO1	L1

SECTION – B

All questions are compulsory (Each question has an internal choice. Attempt anyone (either A or B) from the internal choice) **7 x 3 = 21 Marks**

Questions	CO	Bloom's Level
Q. 2: (A). How have emerging technologies evolved over the past few decades, and what are some key opportunities and challenges they present for businesses today?	CO2	L4
OR		
Q. 2: (B). Give examples of how AI or ML can be applied in marketing & sales, or finance.		
Q. 3: (A). What are the significant advantages and challenges of using IoT in business management?		
OR		
Q. 3: (B). Briefly explain the 5 V's characteristics of Big Data, with one example each.	CO3	L4
Q. 4: (A). How can blockchain technology be applied in supply chain management to improve transparency?		
OR		
Q. 4: (B). Give examples of how companies like Ikea or Nike use VR or AR in their training or customer experiences	CO3	L4

SECTION – C

Read the case and answer the questions **7×02 = 14 Marks**

Questions	CO	Bloom's Level
Q. 5: Case Study: **AI and ML Transforming Customer Interactions and Business Operations at Amazon** Amazon, the global e-commerce giant, has been at the forefront of adopting Artificial Intelligence (AI) and Machine Learning (ML) to transform its business operations and customer interactions. One of the most visible applications is the automation of customer service through AI-powered chatbots and voice assistants like Alexa. These systems, based on Natural Language Processing (NLP) and ML, enable Amazon to handle millions of customer queries simultaneously, providing immediate responses, reducing wait times, and enhancing customer satisfaction. In addition to customer service, Amazon uses AI for data-based decision-making across various business functions. The company relies on predictive analytics to forecast demand, optimize pricing strategies, and manage its vast inventory. For instance, ML algorithms analyze past purchasing behaviors and other data points to predict which products are likely to be in high demand, allowing Amazon to adjust its supply chain accordingly and ensure timely delivery. AI and ML also play a critical role in Amazon's marketing and sales strategies. Personalized product recommendations, powered by ML, have become a key driver of Amazon's revenue, significantly improving customer experience by showing relevant products based on browsing history, preferences, and past purchases. In finance, AI helps Amazon manage risk and fraud detection, while in human resources, it automates resume screening and employee performance tracking. Amazon has also begun integrating **Generative AI** to create personalized content for customers, such as custom ads and product descriptions, further enhancing the shopping experience. Questions: **Q. 5: (A).** Suggest, how Amazon can further utilize the new/emerging technologies to enhance its market penetration and reach. **Q. 5: (B).** According to you, what challenges would the Company face when implementing Artificial Intelligence?	CO4	L5

Kindly fill the total marks allocated to each CO's in the table below:

COs	Marks Allocated
CO1	5
CO2	7
CO3	14
CO4	14

(Please ensure the conformity of the CO wise marks allocation as per your TLEP.)

Blooms Taxonomy Levels given below for your ready reference:

L1= Remembering
L2= Understanding
L3= Apply
L4= Analyze
L5= Evaluate
L6= Create