

Reg No.: _____

Name: _____

APJ ABDUL KALAM TECHNOLOGICAL UNIVERSITY

Fourth Semester MBA Degree Examination June 2022 (2020 scheme)

Course Code: 20MBA204**Course Name: Industry 4.0 and AI Applications for Business**

Max. Marks: 60

Duration: 3 Hours

PART A*Answer all questions. Each question carries 2 marks*

Marks

- | | | |
|---|--|-----|
| 1 | Mention Predictive modelling in Business | (2) |
| 2 | Describe Artificial Neural Networks | (2) |
| 3 | Memorize Cyberbullying | (2) |
| 4 | List out the Technological Framework of Industry 4.0 | (2) |
| 5 | Differentiate between IoT and IIoT | (2) |

PART B*Answer any 3 questions. Each question carries 10 marks*

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| 6 | “The 4th Phase of Industrial Revolution has thrown up its own challenges and Security risks within its network”. Comment on this statement | (10) |
| 7 | Give a detailed account on the classifications of Machine Learning | (10) |
| 8 | Demonstrate the common challenges that most companies face when trying to implement Artificial Intelligence. | (10) |
| 9 | Recall the various E-Learning technologies and its application areas | (10) |
| 10 | Memorize the Evolution and Phases of Industrial Revolution by citing relevant examples | (10) |

PART C*Compulsory question. This question carries 20 marks*

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| 11 | Elaborate on the Innovative technologies and resultant advancements happening on the following functional areas through the implementation of Artificial Intelligence | (20) |
| | a) Marketing and Finance | |
| | b) Operations and HR | |
