

Reg No.: _____

Name: _____

APJ ABDUL KALAM TECHNOLOGICAL UNIVERSITY

MBA Degree S4 (R,S) / S4 (PT) (R,S) Examination June 2024

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 Interpret 'Industry 4.0'. (2)
- 2 Elaborate 'innovative entrepreneurship'. (2)
- 3 Brief the three cognitive aspects of AI. (2)
- 4 What is a neural network? (2)
- 5 Examine the term 'Robotics'. (2)

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

- 6 Discuss a conceptual framework for Industry 4.0. (10)
- 7 "Creating future workforce for Industry 4.0 involves not only attracting and developing new talent needed, but also re-skilling current employees through training programs as well as re-designing work processes for reducing the skill mismatch between jobs and employees". Elucidate. Examine how Industry 4.0 will alter the landscape for talent development. (10)
- 8 "In recent years, Artificial Intelligence (AI) has been advancing at an exponential pace. Artificially intelligent machines are able to sift through and interpret massive amounts of data from various sources to carry out a wide range of tasks. The transformative power of AI, however, also comes with challenges". Elucidate. Explain the challenges of AI. (10)
- 9 Bring out the limitations of machine learning. (10)
- 10 Analyse the application of AI in different management functional areas. (10)

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

- 11 Explain the major security issues in Industry 4.0. (10)
Also elaborate on the cyber security measures to be adopted. (10)
