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Reg. No. | | | | | | | | |

IV Semester M.B.A. (Day) Degree Examination, October - 2021

MANAGEMENT

Emerging Technologies and Future Skills for Business Leaders

(CBCS Scheme 2019-2020)

Paper - 4.7.3

Time : 3 Hours **Maximum Marks : 70**

SECTION - A

Answer any **FIVE** from the following questions. **(5×5=25)**

1. What is Cybercrime? Explain briefly the different types of Cybercrimes.
2. Distinguish between 3D and traditional 2D Printing.
3. Illustrate with suitable examples the role of smartphones in IoT (Internet of Things).
4. Discuss the advantages and disadvantages of Artificial Intelligence.
5. Explain briefly the applications of Block chains in Traditional Finance.
6. Write a short note on Natural Language Processing.
7. What is cloud computing? Explain briefly the various components of cloud computing.

SECTION - B

Answer any **THREE** of the following questions. **(3×10=30)**

8. Explain in detail the major components of IoT system and its functionality with suitable examples.
9. What is Cyber security? Explain briefly the Framework and standards for cyber security.
10. Illustrate with suitable examples the applications of Robotics in automation of various functional areas of Management and Technology.

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11. What is the difference between Artificial Intelligence, Machine Learning, and Deep Learning? Explain in brief.

SECTION - C

Compulsory Question. **(1×15=15)**

12. **Case Study :**

A 10- person consulting firm sent a small team to South America to complete a client project. During their stay, an employee used a business debit card at a local ATM. A month after returning to the US, the firm received overdraft notices from their bank. They identified fraudulent withdrawals of $13,000, all originating from South America. There was an additional $1,000 overdraft fee. The criminals installed an ATM skimmer device to record card account credentials. Many false debit cards were manufactured and used at ATMs in different cities across South America. Realizing they had been defrauded, the firm contacted their bank and closed the impacted account immediately. Their attempts to pursue reimbursement from the bank were unsuccessful. The commercial account used at the ATM for local currency had different protections from consumer accounts and the bank was not required to reimburse them for their losses. The bank went on to deduct the $1,000 overdraft fee from the firm owner's personal account.

The firm severed ties with that bank. The new bank offered comprehensive fraud protection guarantees. The firm created two business accounts:

- One for receiving funds and making small transfers.
- One for small expenses payments.

The firm updated travel protocols, banning the use of company - provided debit cards. Employees now prepay expenses electronically, pay cash, or use a major credit card, as necessary.

IMPACT :

The entire cash reserve for the small business was wiped out, netting losses of almost $15,000.

Questions :

1. Knowing how the firm responded, what would you have done differently? **(5)**
2. What are some steps you think the firm could have taken to prevent this incident? **(5)**
3. How else one can reduce or mitigate the risks associated with such frauds? **(5)**