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M.P. Birla Institute of Management LIBRARY

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

MANAGEMENT

Technology for New Ventures

(CBCS Scheme 2019-2020)

Paper - 4.5.1

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

SECTION - A

Answer any **FIVE** questions, each carries **5** marks. **(5×5=25)**

1. What is meant by affiliate marketing? Elucidate with examples.
2. Write a note on the characteristics of big data. What is pattern recognition in big data?
3. Write a note on AI, VR & AR. Distinguish between VR & AR.
4. Explain IoT and its relevance for business decision making.
5. What are the different types of Cyber Security?
6. Write a note on the importance of effective and safety of Payment Gateways.
7. "Technology changes have thrown open enormous entrepreneurial opportunities in India" - Elaborate citing suitable examples.

SECTION - B

Answer any **THREE** questions, each carries **10** marks. **(3×10=30)**

8. How do you track digital marketing initiatives? Give a detail note on the tools used for tracking.
9. What is Business Intelligence? How Business intelligence tools help in strategic decision making by the business heads & entrepreneurs?
10. What is crypto currency? Discuss on the use and abuse of crypto currency in business practices in general and new ventures in particular.
11. Explain different types of cyber attacks? How attacks are carried out? List out the measures and tools to mitigate such cyber attacks.

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SECTION - C

Compulsory Question. **(1×15=15)**

12. Case Study :

A popular ayurvedic medical store owned and managed by a family in Chennai is facing a threat from competitors using e - commerce business. The store has a good reputation and branding and is in the business for the last 60 years. The existing business model of the ayurvedic medical store was doing good business.

Although successful over the years, but since recent years, the on - line business model initiated by the competitors has taken away many of its customers.

If you are hired as a Consultant to review and provide solutions to the company, how do you tackle this scenario?

Questions :

a. How will the ayurvedic medical store overcome the on-line business competition?

b. Should the existing ayurvedic store start the on-line store? If so, what models and value chain should the company follow?

c. Do you recommend social media marketing? Justify with reasons.
