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Reg. No.

IV Semester M.B.A (Day and Evening) Degree Examination, January - 2024

MANAGEMENT

Emerging Technologies and Future Skills for Business Leaders

(CBCS Scheme 2019 Onwards)

Paper : 4.7.3

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

SECTION - A

Answer any Five questions from the following. Each question carries 5 marks.

(5×5=25)

1. What is Data Science? Explain briefly.

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2. Explain the components of Cloud Computing.

3. Explain types and components of Robots.

4. What is 3D printing? Distinguish additive vs conventional manufacturing process.

5. IOT is the need of the contemporary organizations. Disucss the key aspects of IoT.

6. Define Block Chain. Explain the scope of block chain towards a decentralized scoiety.

7. Write a note on Cyber Security Breaches.

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SECTION - B

Answer any Three questions from the following each question carries 10 marks. **(3×10=30)**

8. Differentiate and detail on types of cloud computing.

9. Discuss and explain on NLP and it's application and use cases.

10. Establish on the applications of cryptocurrencies and blockchains in Traditional Finance.

11. Elaborate and discuss on various types of robots and various generation of robots.

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SECTION - C

12. **Compulsory Case Study:** **(1×15=15)**

TechSolutions lnc. is a leading technology company that provides a wide range of products and services to customers around the world. In recent years, the company has embraced artificial intelligence (AI) to improve its customer support operations. This case study explores how TechSolutions Inc. has leveraged AI to enhance its customer support services and the impact it has had on the organization.

TechSolutions Inc. previously relied on traditional customer support methods, which involved human agents handling customer inquiries and resolving issues. As the company grew, so did the volume of customer requests,making it increasingly challenging to provide prompt and efficient support. To address this challenge the company decided to integrate AI into its customer support system.

TechSolutions Inc. introduced a chatbot named "TechAssist" on its website and mobile app. TechAssist is powered by AI and is designed to handle routine customer inquiries, provide product information, troubleshoot common issues, and even assist with order tracking. The chatbot uses Natural Language Processing (NLP) to understand and respond to customer questions and concerns.

The implementation of TechAssist has had several notable effects on Techsolutions Inc:

Improved Efficiency: TechAssist is available 24/7, which has significantly reduced response times for customer inquiries. It can handle multiple requests simultaneously, ensuring that customers receive quick and consistent support.

Cost Reduction: With the chatbot handling routine tasks, the company has been able to reallocate human agents to more complex and high-value support tasks, resulting in cost savings.

Answer all the questions:

a) How has the integration of AI in customer support impacted the efficiency and responsiveness of TechSolutions Inc?

b) Could you discuss the potential challenges or limitations that TechSolutions Inc. might face in the future as it continues to rely on AI for customer support?

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