

Reg. No.....

Name.....

B.B.A. DEGREE END SEMESTER EXAMINATION : OCTOBER 2025**SEMESTER 5 : BUSINESS ANALYTICS****COURSE: 23U5CRBBA17 : NEW TECHNOLOGY IN BUSINESS - BUSINESS TRANSFORMATION
USING AI AND ANALYTICS***(For Regular 2023 Admission)*

Time: Three Hours

Max. Marks: 60

PART A**Answer All (1 mark each)**

1. What is a business process?
2. Define Strong AI.
3. What is PaaS?
4. What is Bitcoin?
5. Name one Industry 4.0 technology.
6. Define cyber law.
7. Give one example of AI in business.
8. Mention one limitation of RPA.

(1 x 8 = 8)**PART B****Answer any 6 (2 marks each)**

9. Explain the difference between RPA bots and human workers.
10. Describe the role of AI tools and frameworks in business.
11. Differentiate between SaaS and IaaS.
12. Explain the concept of blockchain consensus.
13. Differentiate between malware and ransomware.
14. Briefly explain the role of IoT in business analytics.
15. Write a short note on challenges of AI implementation.
16. Explain the importance of smart contracts.

(2 x 6 = 12)**PART C****Answer any 4 (5 marks each)**

17. Analyze the limitations of RPA in industry applications.
18. Analyze the impact of AI on employment and workforce dynamics.
19. Analyze cost models in cloud computing.
20. Analyze the business adoption challenges of blockchain.
21. Apply cybersecurity practices to secure online banking.
22. Apply Industry 4.0 technologies to supply chain management.

(5 x 4 = 20)

PART D

Answer any 2 (10 marks each)

23. Evaluate the ethical implications of AI in decision-making.
24. Create a blockchain solution for international trade verification.
25. Apply cloud deployment models to a retail business.
26. Apply strategies for building a cyber aware culture in organizations.

(10 x 2 = 20)