Reg. No…………………………………………….. Name…………………………………………… **26U519-S**

B.B.A. DEGREE END SEMESTER (SAY) EXAMINATION : MAY 2026

SEMESTER 5 : BUSINESS ANALYTICS

COURSE: 23U5CRBBA17 : NEW TECHNOLOGY IN BUSINESS - BUSINESS TRANSFORMATION USING AI AND ANALYTICS

(For Supplementary (SAY) 2023 Admission)

Time: Three Hours Max. Marks: 60

PART A
Answer All (1 mark each)

1. What is meant by process automation?
2. What is machine learning in AI?
3. Define cloud security
4. Mention one limitation of blockchain.
5. Define IoT.
6. State one defence against cyberattacks.
7. What is the difference between Weak AI and Strong AI?
8. State one industry application of RPA.

(1 x 8 = 8)

PART B
Answer any 6 (2 marks each)

9. Explain two benefits of RPA in banking.
10. Explain the role of AI in customer service.
11. Discuss limitations and risks of cloud computing.
12. Describe the role of cryptocurrencies in the economy.
13. Differentiate between phishing and denial-of-service attacks.
14. Explain how IoT enhances manufacturing.
15. Briefly explain PaaS with an example.
16. State two ethical considerations in AI adoption.

(2 x 6 = 12)

PART C

Answer any 4 (5 marks each)

17. Analyze how RPA reduces operational costs.
18. Analyze the use of AI in predictive analytics.
19. Analyze the role of cloud security in financial institutions.
20. Analyze how blockchain can enhance supply chain transparency.
21. Apply simulated cyberattack response to a healthcare setup.
22. Apply IoT solutions to improve agricultural productivity.

(5 x 4 = 20)

PART D
Answer any 2 (10 marks each)

23. Evaluate the benefits and risks of cloud adoption in enterprises.
24. Create a strategy to implement ethical hacking in business security.
25. Apply RPA for customer support automation in e-commerce.
26. Apply AI and Industry 4.0 technologies for smart manufacturing.

(10 x 2 = 20)