Bound Reading Material, Text books & Laptops allowed for this exam, internet is not required; you may get laptops and access intranet. Do not crib, complain, compare, do not ask any doubts, whatever is not given is assumed.

You have to attempt the questions for total 40 marks.

1. What exactly are the assertions of Nicholas Carr’s provocative article “IT doesn’t matter”? What are the typical arguments against this article cited by many critiques of that article? What is your conclusion after examining both sides of the argument? (8 marks)

2. What criteria should be adopted by an enterprise while considering use of cloud computing for business applications? (4 marks)

OR

What are the defining characteristics of a Cloud model as opposed to an In-House Hosting model? (4 marks)

3. How Green are Green IT initiatives in India, give various examples from different market verticals. (4 marks)

4. According to IBM CEO survey, CEOs can create more economic value by cultivating connections across the three domains:
   - Engaging customers as individuals
   - Empowering employees through value
   - Amplifying innovation with partnership

   Explain how emerging technologies can play a role in each of them. (4 marks)

5. Many emerging TMT predictions are indicating high impact on Healthcare sector. Can you explain which of the technologies will impact this sector and how? (4 marks)

6. Can you explain the impact of Big Data technologies in business with various examples? (4 marks)

7. Where do you see social media analytics relevance in business 2020? Explain by taking various examples from different market verticals. (8 marks)

8. Do you think India is still a destination for outsourcing and off-shoring? Give various examples. (4 marks)

9. For the next business world if the theme is “new world- new silk routes” please suggest 4 areas/technologies/process that may change the business world. (8 marks)

10. State 5 areas you need to look at while formulating an IT Security Plan? What are the main deliverables of an effective IT Security Plan? What are the must-haves for an Organization to have an effective IT Security in place? Give various examples (8 marks)

11. What are the trends in Mobile Technologies today? Provide 3 examples where Mobile Technology can play a stellar role in a. Faster Information Flow or b. Effective control of business (8 marks)

12. “IPv6 along with Internet of Things heralds the next Revolution in Internet Usage in future”. Provide a critique of the statement. (4 marks)

Wish you all the best!!
1. When a user does regular online purchase in eBay, every time he/she logs in the system presents the recommended list of products that may interest the user based on earlier purchases. What is this technology? Comment please.

Do you know: National Security Agency (NSA) in the U.S. uses big data analytics to foil terrorist plots? Big data has been used to predict crimes before they happen - a "predictive policing" trial in California was able to identify areas where crime will occur three times more accurately than existing methods of forecasting.

2. Can you explain the application of affective computing in internet banking? Give various example-scenarios.

"Torture the data, and it will confess to anything." – Ronald Coase, Economics, Nobel Prize Laureate

3. Read quickly News paper clip (2) on Twitter. What emerging (existing) technologies do you think it should adapt to overcome hurdles and challenges.

4. Read Smart city news clip attached here with. Quickly outlines the near futuristic emergent technologies that can be adopted related to transportation, invisible infrastructure and energy towards India's successful Smart-Cities growth.

5. Competing with fractured devotion spans and now ad-block blocking software, sponsors are being enforced to find new ways to reach consumers. We have been witnessing several ad-block programs and software being used. Google blacklist and whitelists several online ads. It's increasingly a matter of necessity, now that consumers' use of ad-blocking software has increased so much that it's expected to cost publishers nearly $22 billion in 2015 alone. How do you foresee futuristic online advertising? Relate to ETNO and explain.

Do you know: Walmart collects more than 2.5 petabytes of data every hour from its customer transactions? A petabyte is one quadrillion bytes, or the equivalent of about 20 million filing cabinets' worth of text.
6. Can you provide five major examples of Social News DIGG is being used (towards direct marketing/promotions/campaigns etc) in Indian business verticals?

"Give a man a computer program and you give him a headache. But teach him to program computers, and you give him the power to create headaches for others for the rest of his life." — Anonymous

7. Suppose a bank plans to establish self-service kiosk in a major metro area. The marketing department wants to determine the busiest sports on the basis of traffic patterns of customers across city. This info is not available in existing data warehouse. May be the bank can acquire GPS data. Can you suggest how ETNO can help to address this? (Not more than 5-9 sentences)

8. The gaming industry today uses social data to develop, promote. We can track telemetry data about games including players’ choice, popular games, changing patterns of games. Can you explain using a Gamification model how the gaming industry can connect with consumers towards collaboration, interaction and dissemination of information?

Do you know: Up to 80% of the 247 billion email messages sent each day is spam?

9. There is a misconception that big data is Hadoop. What are the alternate framework other than Hadoop that is available for big data? (Note, don’t explain Hadoop and Map reduce)

Do you know: Amazon stores around 40 billion objects on it and is basically in the cloud storage business? Amazon Web Services has around 40,000 servers dedicated to its cloud customers and gets around 17 million monthly visitors who access 410TB of data from its platform. Around 30 million of Amazon users stream around 40 PB of videos per month.

10. Explain the applications of sensory marketing/Neuro marketing in telecommunications and banking.

11. The next big thing in social media is connecting into second life. Do you agree? Why or why not?

12. Hydrologic research increasingly involves the use of large and diverse data set composed of information integrated from multiple sources, which is intrinsically computationally intensive and requires teamwork and collaboration. Can big data address this cyber infrastructure? Explain.

13. Explain how corporate blogging culture promotes professionalism, increased communications and shared knowledge with various examples.

Happiness is the key to success. If you love what you are doing, you will be successful. Be happy for this moment. This moment is your life. Wish you best of Luck !!!
WHAT MAKES A CITY ‘SMART’

The government of India launched the ‘Smart Cities Mission’ earlier this year. ESTEVE ALMIRALL, director of the ESADE Center for Innovation in Cities, writes on the seven innovations that will transform our cities.

Who would have imagined only a year ago that we would be talking about self-driving cars? Who would have thought that the number of smartphones on the planet would reach 74% of the population? I have attempted to focus on those trends that hold the most promise and have the greatest potential to change the world, into seven groups:

1. Cars transform cities: Pretty soon, cars will be self-driven and electric. These two vectors come hand-in-hand with the cultural transformation in iconic cities such as New York which has witnessed the shift from cars being an aspirational good to being simply a utility.

2. Sharing economy: The sharing economy is fast shifting to mobilising idle resources through platforms that allow them to be marketeded with very little effort. The invasion of platforms such as Uber or Airbnb is changing everything: our perception of work, the structure of cities. New laws that respond to those changes are urgently needed.

3. Participation: Just as technology has torn down barriers to market entry for many people, it has also enabled mass participation and consultation. We still work with political systems that were thought 300 years ago. It is time for an update.

4. Invisible money: This year, Denmark will attempt to remove physical money. In China last year, transactions with Alipay represented $519 billion, with 560 million users. New players such as Apple, Google or Transferwise are redefining payment methods. How long until we see a version of Blockchain introduced for electronic money? Probably not very long.

5. The ability to store energy: Tesla has presented its domestic batteries, and all over the world we are witnessing a fierce race to reach the Holy Grail — a battery with a greater capacity, shorter charge time, lower cost and longer duration. In a world where the cost of solar panels is decreasing fast while their performance improves, a good battery would be the catalyst for really cheap energy: zero variable cost.

6. Internet and invisible infrastructures: This is the year when we will see the internet becoming as common as electricity. Significantly large areas will be connected at speeds approaching 1G. This is also the year of the internet of things (IoT).

7. Evidence-based policy: Luckily, less dogmatic methods of designing policy relying more on experimentation and data obtained from measurable results are gradually gaining ground. Tools such as big data and data analytics will play an essential part in this transformation.

In sum, three opportunities are relevant for India as it launches the Smart City Mission — transportation, energy and invisible infrastructures driven by information technologies.

Sport law degree to go
What’s happening at Twitter?

Results for the last quarter of 2015 make it clear that the social networking service is struggling. Too much ambition could be Twitter’s problem.

Why’s happening? That’s the question that came to mind on the day I sat down to write this article. The fact that monthly active users of the service has increased by 25 million users over the past year to 296 million is almost an afterthought. The stock price is down 24%, from its all-time high of $26 in December 2013.

Even Twitter’s co-founder and CEO, Jack Dorsey, who along with Biz Stone and Evan Williams, launched the service in 2006, looks to be losing confidence in the company’s ability to grow. In his recent tweet, he said: “I’m längst over Twitter. Let’s not waste our time on a site that is failing to deliver on its promise.”

As a result, Twitter is making several changes to its business model. It is increasing the number of tweets that users can send to 280, which will allow users to express their ideas more clearly. It is also making efforts to increase user engagement by introducing new features, such as “ Moments,” which curates the best content from around the world.

But is Twitter really struggling? The answer is yes and no. On the one hand, Twitter’s user base has grown rapidly, but on the other hand, the company has struggled to find new revenue streams.

Problem of pithiness

The problem is being exacerbated by the fact that Twitter is struggling to attract new users. According to recent data, Twitter has only 330 million active users, compared to Facebook’s 1.5 billion. Twitter’s user base is also becoming older, with 40% of users over the age of 35.

But is it true that Twitter is trying to imitate what rival services are already doing? The logic doesn’t seem sound. As Jack Dorsey previously mentioned, “We’re not trying to be Facebook. We’re trying to be something different.”

If it is true that Twitter is trying to imitate what rival services are already doing, it is a concern. And so it is a stagnant user base.

But it’s important to ask a question: is too much ambition Twitter’s problem? Perhaps inadvertently, Twitter has been copied by other social media platforms, such as Facebook and Instagram. It’s not clear if this is a good strategy. In fact, this could prove counterproductive, with new features being masked by existing ones.

Twitter finds itself competing in the same battleground as the big players, such as Facebook and Google. The company has a strategy of investing in new products, such as “Moments,” which curates the best content from around the world. It’s not clear if this is a good strategy. In fact, this could prove counterproductive, with new features being masked by existing ones.

Twitter needs to find its own identity and stick to it. This is why it’s important to ask: is too much ambition Twitter’s problem? Perhaps inadvertently, Twitter has been copied by other social media platforms, such as Facebook and Instagram. It’s not clear if this is a good strategy. In fact, this could prove counterproductive, with new features being masked by existing ones.

It’s important to ask: is too much ambition Twitter’s problem? Perhaps inadvertently, Twitter has been copied by other social media platforms, such as Facebook and Instagram. It’s not clear if this is a good strategy. In fact, this could prove counterproductive, with new features being masked by existing ones.