

12 ETNO

Emergent Technologies and New Opportunities
End-Term Examination

IVth Sem

II Yr

Time Allowed: 2 Hours

Max. Marks: 40

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!!

60/54

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INSTITUTE OF MANAGEMENT TECHNOLOGY – Ghaziabad

PGDM – 1st yr. (BATCH: 2015 - 17)

- 1) Prof. Jayamathi Ramjani
- 2) Prof. S.S. Dubey
- 3) Prof. P. Valsarajkumar

TERM- IV

Subject: ETNO

OPEN BOOK OPEN INTERNET EXAMINATION

Time allowed:

90 MINUTES

Max. Marks: 40

EXAM DATE
22-03-2016

Instructions: There are ¹³ questions. Each question carries 8 marks. Answer any 5 questions.

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 blacklists 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 varticals?

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 datasets 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 !!!



EXPERTEYE

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 transforma-

tion 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 marketed 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.



Esteve Almirall

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 350 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 @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

SRIRAM SRINIVASAN



What's happening? That's the question that can be compared to as a blue placeholder on the text box when one logs on to Twitter. The 300 million monthly active users of this almost decade-old service may not need this prompt to go ahead and engage with the world with the platform that has been its USP. It is of deep significance to Twitter, though.

Even into the spectacular early years of growth of this social networking service, this question was a point of minor discomfort between its founders, as Nick Dorn's book *Building Twitter* shows. In 2009, three years after its founding, Jack Dorsey, one of its co-founders, wanted Twitter to continue to prompt users to update their status. Evan Williams, the co-founder who was in charge then, believed Twitter was more than just personal updates. So, "What are you doing?" was changed to "What's happening?"

Seven years on, the question ought to be tossed back at Twitter itself.

A lot of things have changed since then, forcing the San Francisco-based company to rethink what it wants to be to the new-age user who seems spoilt for social media choice. Mr Williams, for one, has long moved on, and has gone on to create the blog-publishing platform called Medium. By the time his replacement as chief executive officer (CEO) Dick Costello quit last year, the sheen had already begun to wear off Twitter.

A struggling company

All these changes, Twitter has clearly come across as a struggling company, not in the least because unhappy investors have kept questioning why its growth in user base isn't industry-beating any more. In fact, its results for the last quarter of 2015, announced



ILLUSTRATION: SATWIK SARKAR

on February 10, made it clear it had effectively added zero new users from the previous quarter.

Mr Dorsey, who is the CEO now, has had to contend with more bad news. Just last month, four seniors quit the company. And a few days back, its stock price hit a five-year low.

It doesn't seem that long back that Twitter burst onto the scene to become the news-breaker of our times. Its importance as a medium skyrocketed after protesters in Iran and Egypt used it to organise themselves. So much so that they came to be known as Twitter Revolution. It didn't take long for governments and celebrities to realise its importance, and the queue of high-profile new entrants continues to this day.

So what has gone so wrong that questions are now being asked as to how Twitter will save itself? Yes, not having earned a quarter of profit to date is a

If it is true that Twitter is trying to imitate what its rival services are already good at, the logic doesn't seem sound.

concern. And so is a stagnant user base.

But it's important to ask a counter-question: is too much ambition Twitter's problem? Perhaps inadvertently, Twitter has through its journey been compared with Facebook, which was founded a couple of years before Twitter. Facebook's ascent in recent years has been spectacular. What has to be understood, however, is that they are intrinsically two different products.

Twitter finds itself playing in the same battleground as the biggies, the likes of Facebook and Google, which have between them ten products with a whopping billion-plus user base. Add-

ing to this are relatively new services such as Snapchat, which are a huge hit with younger users.

Twitter now wants to attract more users. One way it believes that could be achieved is to tweak its timeline to one that's algorithmically ordered from one that was conveniently chronological (or, as some critics of the new move say, a real timeline). That's how it's immensely more successful rival Facebook orders user posts.

The other tweak, which media reports suggest Twitter is working on, is to remove the 140-character barrier, making it possible for users to publish really long articles. The fairly well-received Medium, which Mr Williams founded, has made a name for itself in this.

Problem of pithiness

The reasoning could be, in Twitter's case, its defining feature of pithiness may also be its problem. It is very easy to get overwhelmed by a flood of tweets, without engaging well with any of them. The brands worry a lot about such things. Some fixes to correct this haven't worked too well. But, isn't there value in a chronological stream of short posts, millions and millions of them every day?

What these attempted tweaks seem to suggest is that Twitter wants to endear itself to a whole new audience, by trying to imitate what its rival services are already good at. If true, the logic doesn't seem sound. Trying to be everything for everybody doesn't seem like a good strategy. In fact, this could prove counterproductive, with the new experience frustrating its existing users.

It is intriguing that the service that singularly booted out all of the news media in the area of breaking news is struggling to make a business case with 320 million users. Not every service needs to have, and can have a billion users, right?

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