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MBA
(SEM IV) THEORY EXAMINATION 2024-25
EMERGING TECHNOLOGIES IN GLOBAL BUSINESS ENVIRONMENT
TIME: 3 HRS **M.MARKS: 100**

Note: Attempt all Sections. In case of any missing data; choose suitably.

SECTION A

1. Attempt all questions in brief. **2 x 10 = 20**

Q no.	Question
a.	Define Industry 4.0 in the context of global business.
b.	List two socio-cultural changes impacting international business today.
c.	Define Machine Learning and how it differs from Deep Learning.
d.	Identify two industrial applications of Blockchain technology.
e.	Define Internet of Things (IoT) with one example.
f.	Define “Nudging” in Behavioral Economics.
g.	What is identity politics in the global context?
h.	Mention any two geopolitical impacts of China’s rise in global trade.
i.	What is GDPR and why is it important in the digital era?
j.	Identify two types of existential risks associated with AI.

SECTION B

2. Attempt any three of the following: **10 x 3 = 30**

Q no.	Question
a.	Evaluate how the political, economic, and technological factors are driving the realignment in global business under Industry 4.0.
b.	Critically analyze the role of Industry 4.0 in transforming global business models and supply chains.
c.	Examine the impact of Artificial Intelligence on decision-making processes in international business.
d.	Discuss the concept of singularity. What are its potential implications on future economies and employment?
e.	Compare and contrast Augmented Reality, Virtual Reality, and Mixed Reality with examples of industrial applications.

SECTION C

3. Attempt any one part of the following: **10 x 1 = 10**

Q no.	Question
a.	Assess the challenges of adopting Blockchain in supply chain management and propose potential solutions.
b.	Analyze how Additive Manufacturing can reshape customer experience through mass customization.

4. Attempt any one part of the following: **10 x 1 = 10**

Q no.	Question
a.	Evaluate the impact of Neuroscience in business strategy and consumer behavior.
b.	Critically assess how Circular Economy contributes to sustainable innovation and business competitiveness.



Paper ID : 250092

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5. Attempt any one part of the following: 10 x 1 = 10

Q no.	Question
a.	Apply the principles of Behavioral Economics to design a choice architecture for promoting eco-friendly products.
b.	Discuss the ethical concerns of Behavioral Economics in shaping consumer decisions and public policies.

6. Attempt any one part of the following: 10 x 1 = 10

Q no.	Question
a.	Evaluate how the rise of Economic Nationalism has affected the global economic integration in the last decade.
b.	Analyze the evolution of sharing economy models and their implications on traditional employment and labor structures.

7. Attempt any one part of the following: 10 x 1 = 10

Q no.	Question
a.	Discuss the effects of identity politics and authoritarian regimes on global political and business landscapes.
b.	Critically examine the role of democracy in reviving ethical international trade practices.

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