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IV Semester M.B.A. (Day/Eve) Degree Examination, September/October - 2022

MANAGEMENT

Technology for New Ventures

(CBCS Scheme 2019-20 Onwards)

Paper : 4.5.1

Time : 3 Hours

Maximum Marks : 70

SECTION - A

Answer any Five questions from the following question. Each question carries 5 marks. (5×5=25)

1. Explain the role of Technology in starting a new Venture?
2. Mention the usage of various tools for tracking Digital Marketing initiatives and explain in brief.
3. Write a note on contemporary smart business models.
4. Define big data and explain its characteristic
5. Explain the following terms:
 - i) Computer security
 - ii) Websites Security
 - iii) Network Security
6. Explain Digital management of core business functions.
7. What are the scope and opportunity of using VR/AR in different sectors in India?

SECTION - B

Answer any Three questions from the following, each question carries 10 marks.

(3×10=30)

8. Explain in detail Technology's Interface with Market, Customers and Suppliers with relevant example.
9. Explain, Deployment of technology in new products and Deployment of Technology in the value chain with relevant example.
10. Explain Cyber Threats, Different types of Cyber-attacks and how attacks are carried out?
11. Elucidate the safety payment gateways available in business practice

[P.T.O.]



SECTION - C

12. Compulsory Case Study:

(1×15=15)

Tesla uses connected car technology and over-the-air software updates to enhance customer experience, enable cost savings, and reduce carbon emissions.

Overview of the digital transformation initiative : No digital transformation discussion is complete without acknowledging the unconventional ideas implemented by Elan Musk. Tesla was a huge manifestation of digital transformation as the core motive was to prove that electric cars are better than their gasoline counterparts both in looks and performance. Over the years, Tesla has innovated continuously to improve its product, make it more economical, and reduce its carbon footprint.

- Tesla is the only auto manufacturer globally, providing automatic over-the-air firmware updates that allow its cars to remotely improve their safety, performance, and infotainment capabilities. For example, the OTA update could fix Tesla's overheating issues due to power fluctuation.
- Tesla launched an autopilot feature to control the speed and position of the car when on highways to avoid potential accidents. However, the user still has to hold the wheel; the vehicle controls everything else. This connected car technology has created an intelligent data platform and smart autonomous driving experience.
- Tesla further ventured into a data-driven future, and it uses analytics to obtain actionable insights from demand trends and common complaints. A noteworthy fact is that the company has been collecting driving data from all of its first and second-generation vehicles. So far, Tesla has collected driving data on 8 billion miles while Google's autonomous car project, Waymo has accumulated data on 10 million miles.
- Tesla's over-the-air updates reduce carbon emissions by saving users' dealer visits. Additionally, these updates save consumers time and money.
- Tesla delivered a record 936,172 vehicles in 2021, an 87 % increase over the 499,550 vehicle deliveries made in 2020.

Question

1. Discuss the technology Up gradation of Tesla 'working for Consumers to save Money and Time.
2. Analyse the case from the perspective of Technology Innovations of Tesla.