



QP CODE: 26802211



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Reg No :

Name :

MBA DEGREE EXAMINATION, MAY 2026

Fourth Semester

MASTER OF BUSINESS ADMINISTRATION

ELECTIVE - 24MB04FE50 - INDUSTRY 4.0 AND INTERNET OF THINGS

2024 ADMISSION ONWARDS

E79058F3

Time: 3 Hours

Maximum Marks: 60

Part A

*Answer any **five** questions. Each question carries **2** marks.*

1. Why is Industry 4.0 considered important for modern industries?
2. What is meant by Big Data?
3. Define Internet of Things (IoT).
4. What is data exchange in an IoT environment?
5. What is meant by IoT in retail?
6. Mention two ways IoT supports digital transformation.
7. What is the Nest smart home system?

(5×2 = 10 Marks)

Part B

*Answer any **five** questions. Each question carries **6** marks.*

8. Explain the evolution of Industrial Revolutions from Industry 1.0 to Industry 4.0.
9. Explain the working process of a typical IoT system.
10. Explain the role of RFID technology in logistics and supply chain management.
11. Discuss how businesses can identify opportunities for IoT applications.
12. Explain the major challenges associated with IoT implementation.
13. How should businesses balance IoT-driven automation with ethical responsibility towards affected employees?
14. Explain the concept of developing IoT-based business ideas.

(5×6 = 30 Marks)





Part C

Answer any **two** questions. Each question carries **10** marks.

Question number 17 is compulsory .

15. Discuss the key enabling technologies of Industry 4.0 such as IoT, AI, Big Data, and Robotics.
16. Analyse the role of IoT technologies in the development of smart cities.

Compulsory Question

17. A retail store installs smart shelves that automatically detect product shortages and customer interactions. Analyse how IoT helps retailers improve operations and customer experience.

(2×10 = 20 Marks)

