NMIMS Global Access

School for Continuing Education (NGA-SCE)

Course: Emerging Technologies: IoT, Augmented Reality, Virtual Reality

Internal Assignment Applicable for June 2023 Examination

Assignment Marks: 30

Instructions:

- *All Questions carry equal marks.*

- *All Questions are compulsory*

- *All answers to be explained in not more than 1000 words for question 1 and 2 and for question 3 in not more than 500 words for each subsection. Use relevant examples, illustrations as far as possible.*

- *All answers to be written individually. Discussion and group work is not advisable.*

- *Students are free to refer to any books/reference material/website/internet for attempting their assignments, but are not allowed to copy the matter as it is from the source of reference.*

- *Students should write the assignment in their own words. Copying of assignments from other students is not allowed.*

- *Students should follow the following parameter for answering the assignment questions.*

For Theoretical Answer	
Assessment Parameter	**Weightage**
Introduction	20%
Concepts and Application related to the question	*60%*
Conclusion	*20%*

For Numerical Answer	
Assessment Parameter	**Weightage**
Understanding and usage of the formula	20%
Procedure / Steps	*60%*
Correct Answer & Interpretation	*20%*

Q1. In addition to hotel services, Marriott offers a variety of venues for social and corporate events. Event organizers and customers can take an "online walk-and-talk" around the venue and visualize the entire event to get a realistic idea of how it would look from a participant's perspective. Users can see 360-degree, 3D views of custom-designed room set-ups, making

event-planning easier than ever. According to Diego Herrera, CEO of Zebra Design, "It offers customers the unprecedented opportunity to try before they buy". **(10 Marks)**

- What sort of Digital Technology is Marriott using here?
- What are the Benefits for Customers? For Marriott?

Q2. The Levi's Store – Levi's Exclusive retail apparel stores have incorporated a powerful IoT system in collaboration with Intel. It helps in creating a seamless transaction process for its employees and customers.

Describe **three (3) ways** in which **The Levi's Store** uses IoT to improve operations and customer experience? (**10 Marks**)

Q3. There are some amazing things happening in Toronto when it comes to smart city projects. The Canadian city is currently being used as a sort of real-life testing lab for some of Google's most advanced smart city technology through their parent company Alphabets. Their plan is to develop a waterfront space livable space starting from zero into a tech-focused community.

a) Discuss any three (3) Initiatives which can be carried out by a smart city. **(5 Marks)**

b) Discuss any three (3) hurdles a Smart city could face in implementation. **(5 marks)**

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