

## Section A

B.Sc. Engg. CSE 7<sup>th</sup> Sem.

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ISLAMIC UNIVERSITY OF TECHNOLOGY (IUT)  
ORGANISATION OF ISLAMIC COOPERATION (OIC)  
**Department of Computer Science and Engineering (CSE)**

SUMMER SEMESTER, A. Y. 2019-2020

DURATION: 20 Minutes

FULL MARKS: 15 (10+5)

**HUM 4741 Business Communication & Law**

*There are 2 questions. You have to answer all of these questions.*

**2<sup>nd</sup> Quiz**

***NEW from CES 2015***

1. What's new in hardware? It's the Consumer Electronics Show (CES) held in Las Vegas every January: 3,600 exhibitors and 170,000-plus hardware-gawking attendees whipped to frenzy by loud music, screaming video, and hyperventilating media. It's a show that only Las Vegas can do! What's hot this year? How about:

**a) Mercedes-Benz F 015:** At the top of everyone's list of must-see innovations at CES 2015 was the new driverless Mercedes-Benz F 015. This isn't just a driverless car. It's one of the first cars designed specifically as a driverless vehicle, not just an adaptation of a traditional driver-centric vehicle. It's more like a futuristic silver carriage with saloon-style doors. Inside the F 015, passengers sit facing each other, chatting while the car does the driving. They are surrounded by interactive touch screens that can control the entire vehicle. Passengers can even control the car using hand gestures and eye movements. The F 015 is a fuel-cell plug-in hybrid with a range of about 680 miles. Those aren't stressful driving miles either. Passengers can chat, work, or even sleep the whole way. The Mercedes-Benz F 015 will likely change the way people think about travel. Oh, and the F 015 can talk too. Pedestrians walking in front of the F 015's hear its voice telling them that it's safe to cross in front of it. The F 015 then projects a crosswalk in front of the car to guide pedestrians across the street. If you want to see what cars will look like in 10 to 15 years from now, check out the F 015.

**b) Works with Nest:** Nest Labs made big strides over the past year after being acquired by Google in 2014 for \$3.2B. Nest Labs is best known for its smart thermostat and smart smoke detector. But Nest Labs is quickly becoming known more broadly as a home automation company. Network-enabled smart devices using Nest standards can be

controlled remotely and interact with other devices and applications. At the CES 2015 show, the list of “Works with Nest” partners grew beyond Whirlpool, LG, Mercedes-Benz, Logitech, and August Smart Lock. New companies included Pebble (smartwatch), Rachio (sprinklers), Interactive Voice (voice-activated alarm clock), and Life360 (smartphone tracking app). Nest Labs is positioning itself to be the leader in home automation services. As more IoT devices come online, expect to see them get the Works with Nest label. This will allow devices to dynamically communicate with each other to create new synergies that didn’t exist before. Imagine your car telling your thermostat that you’re 20 minutes away and that it should start warming the house up. Your bread maker is nearly done with a fresh loaf of bread, your lights are ready to turn on the instant you pull in the drive, and you’re getting live streaming video of your dog playing in the backyard. The convergence between home automation and IoT is going to produce some really interesting products over the next couple of years. Watch for new announcements from Nest Labs at CES 2016.

### **Questions**

- i. What would be the benefits of Mercedes-Benz’s new “carriage”-type driverless car over a traditional car that has been converted to be driverless?
  - ii. Why would Mercedes-Benz want its new driverless cars to talk to pedestrians?
  - iii. How could a Nest thermostat save you money?
  - iv. What advantages would a Nest-compliant washing machine have over a traditional one?
2. Storytelling would become an integral part of Apple’s marketing strategy when Steve Jobs returned to the company in 1996. Apple’s “1984” commercial has been called a “masterpiece” and has been recognized as among the best ads of all-time. Apple continuously renovate their products like iPhone, Apple watch series, MacBook, iPad and smart glasses. Considering the case of Apple explain the significance of storytelling.