**NMIMS Global Access**

**School for Continuing Education (NGA-SCE)**

**1. You have been given the responsibility to develop the E-commerce business model fora retailer of consumer electronic products. What will be your idea for usingAugmented Reality (AR) in it? How can Virtual Reality can be used for the retailbusiness?**

**Answer**: Augmented reality these days is playing a vital role in imparting education information to children in an entertaining way. With the help of AR, 3D objects and models can be created that would be clearer and more interactive for learning purposes. With AR, you can visually build basic skills in education. You can make use of built-in cameras to have a conversation among the animated characters when aligned with the certain pages and sections of the books. There are augmented reality apps that let the students go on an AR voyage through the library to know and understand where to find the needed thing and whom to ask for help. AR allows for more effective and far deeper engagement with the native speakers when compared to many classroom lessons.

Probably you will be surprised to know the fact that the word virtual becameone of the most exposed words in the English language during the lastdecade. Today we have virtual universities,

**2. Internet of Things (IoT), offers a multitude of benefits to the healthcare sector such asimproving the effectiveness and quality of services. As a consultant to a privatehospital who wants to embrace this technology (IoT) to help improve patient outcomes,what are the challenges that these connected devices could bring that they need to payheed to? What are the potential obstacles which may impede the success of healthcareIoT for this private hospital that you will highlight to them?**

**Answer**: As we know that the healthcare industry is booming all over the world, Indiahas a higher level of spending on healthcare among all the other Asiancountries. Healthcare sector is using advanced technologies. Healthagencies will have to opt for latest technologies if they want to distinguishthemselves from other agencies. A managed global network which makes

use of the latest communication technologies can facilitate increasedinternational progress and co-operation in health Its sample only

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**3. TourPlan, a software development company would like to develop an augmented realitysystem for traveler by assisting him/her in making the tour planning much moresimple, interactive and seamless. Tour Plan would has also partnered with SmartLook,a Smart Glass company to develop a smart glass for traveler for assisting him/her indifferent ways especially for mountain trekking.**

**a. What in your opinion, should be the important features/benefits from such augmentedreality system what will help the tourism industry to grow?**

**b. What according to you should be the important features for such smart glasses and howwill it assist the mountaineer?**

**Answer**: a) In this technological world, you find so many new technologies coming up with great features and usefulness and augmented reality is one of them. This is the new concept which has gained importance in last few years and now used in various fields such as education, tourism, commerce etc. Augmented reality (AR) adds digital elements onto a smartphone camera, creating an illusion that holographic content is a part of the physical world around you. In contrast w