**Emerging Technologies IoT, Augmented Reality, Virtual Reality**

**April 2023 Examination**

**Q 1: Online car retailer Vroom makes the online car-buying experience as realistic as visiting a dealership. Vroom invites customers to their online showroom, where a user can browse 15 different car models, priced between $25,000 to $50,000. From virtually opening the car’s glove compartment box, to hearing real engine sounds and taking 360-degree view test drives, customers can view and experience car models online. What sort of Digital Technology is Vroom using here? What are the Benefits for Customers? For Vroom?**

**Ans 1.**

**Introduction**

Immersive technologies can improve the quality of experiences, whether they are used to increase the effect and customer engagement of in-individual showrooms or enhance the quality of experiences that are had online. In either case, the goal is to offer the user a pleasurable and remarkable outcome. For Vroom, Immersive technology can also herald a new digital technology for the showroom of automobiles. With the assistance of emerging technologies like augmented and virtual reality, car dealerships can take their operations to the following degree. These technologies enable customers to enjoy vehicles in virtual and

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**Q 2: The Indian retail industry has emerged as one of the most dynamic and fast-paced industries with the entry of several new players. The retail sector is experiencing exponential growth, with retail development taking place not just in major cities and metros, but also in Tier-II and Tier-III cities. With customer personalization and convenience being the center stage of most retail offerings, retailers have been experimenting with technology in store, via apps within their products. With the help of an example of a retail firm, elaborate how it uses IoT to improve operations and customer experience?**

**Ans 2.**

**Introduction**

Businesses that perform offline traditionally adjust their practices in reaction to the competition the online competition presents. Because competing for a part of the market is so complex, most successful groups constantly search for innovation paths to live one step ahead of their competitors (IoT). In the following paragraphs, we will check out how the internet of things (IoT) is supporting agencies in three critical ways: enhancing customer satisfaction, reducing loss risk, and expanding their bottom lines. We will offer you information on the

**Q 3a: Discuss any three (3) Initiatives, which can be carried out by a smart city**

**Ans 3a.**

**Introduction**

One of the costliest expenditures on a global scale is giving medical treatment to individuals whose health issues are a direct consequence of the poor quality of the air. This is one of the leading causes of air pollution. Studies show that eighty percent of the world's population is exposed to potentially harmful pollution levels as a direct consequence of the contributions

**Q 3b: Discuss any three (3) hurdles a Smart city could face in implementation**

**Ans 3b.**

**Introduction**

The improvement of "smart cities" is a goal for a lot of specific towns and cities. They have got to conquer the problems of establishing an all-encompassing strategy that encompasses public and private organizations, direct and oblique stakeholders, integrators, network and controlled service providers, product producers