

GUJARAT TECHNOLOGICAL UNIVERSITY
MBA (PM) – SEMESTER - 10 - EXAMINATION – SUMMER 2017

Subject Code: 4310204**Date: 12/05/2017****Subject Name: Information Technology in Business****Time: 10.30 am to 01.30 pm****Total Marks: 70****Instructions:**

1. Attempt all questions.
2. Make suitable assumptions wherever necessary.
3. Figures to the right indicate full marks.

- Q.1** (a) With reference to Michael Porter's five forces model, explain how businesses can use information system to apply competitive strategies. **07**
- (b) "Right information should be available to the right person at right time and place." Justify how this is relevant in terms of business decision with suitable example.. **07**
- Q.2** (a) Define Information System. Explain the various dimensions of Information System. **07**
- (b) What are the major challenges and opportunities that business managers face in managing information systems and technologies to meet business goals. **07**
- OR**
- (b) Which are the main threats to computer systems and networks & how they damage? Narrate in detail. **07**
- Q.3** (a) Explain with relevant examples six important business objectives of IT. **07**
- (b) Give the diagrammatic representation of BI architecture. Explain any two BI tools. **07**
- OR**
- Q.3** (a) "Day by day enhancement and penetration of IT truncates the new job opportunities". Do you agree? Elaborate your response with proper examples. **07**
- (b) Is there an ethical crisis in business today? What role does information technology play in unethical business practices? **07**
- Q.4** (a) Define ERP system. Explain advantages as well as limitations of same. **07**
- (b) Define Knowledge Management. Why is knowledge Management useful in business **07**
- OR**
- Q.4** (a) Write Short notes on Supply chain management **07**
- (b) Explain how BI affects and improves businesses and business processes. **07**
- Q.5** (a) **Case Study :** **14**
- Saab cars USA imports more than 37,000 Saab Sedans, convertible and Wagons annually and distributes the cars to 220 US dealerships. Saab competes in the premium automotive markets and its primary rivals attract customers through aggressive marketing campaign, reduced price and inexpensive financing. Saab decided that the answer to beating its competition was not to spend capital on additional advertising, but to invest in Siebel Automotives, a CRM.
- Until recently, the company communicates with its customers through 3 primary channels (i) dealer network (ii) customer assistance centre (iii) lead management centre. Traditionally each channel maintained its own database and

this splintered approach to managing customer information caused numerous problems for the company. Analyzing this information in aggregate was complicated, inefficient and costly.

After implementing the CRM system the call centre employees get a 360 degree view of each customer. These tracking capabilities enables Saab to measure the sales results of specific leads, recommend more efficient selling techniques and target its leads more precisely in the future.

1. What are the business benefits of CRM implementation for organizations such as Saab. What other uses of CRM would you recommend?
2. In this context, outline two categories of CRM that are being implemented by many companies and how they benefit the business.

OR

Q.5 (a) Case Study:

14

Sky.com relies on an expert system to refer books to its customers. Like many e-commerce sites, Sky allows visitors to search for , buy and review books. Sky.com takes its database interactivity a step further. Given a particular book title, its case based reasoning engine examines all past sales of that book to see if the customer who bought that book shared other book purchases in common. It then produces a short list and then presents that list to the user. The overall effect approaches that of a sales clerk who says “Oh! If you like this book, then you will really like reading these as wee”. Sky’s system has the experience of hundreds of millions more transaction than even the most wizened and well – read sales clerk. Equipped with this information, customers may consider purchasing additional books or the information may increase customer’s confidence that they have selected the right book. Better information increases customer’s confidence in their purchase and encourages additional sales.

1. Although Sky doesn’t share personal information, it still capitalizes on its customers shopping data. Is this ethical? Should Sky offer its customers the right to opt out of this information gathering?
2. What is the source of expertise behind Sky’s online book recommendations?
