

# GUJARAT TECHNOLOGICAL UNIVERSITY

M.B.A -IV<sup>th</sup> SEMESTER-EXAMINATION – MAY- 2012

**Subject code: 2840008**

**Date: 18/05/2012**

**Subject Name: Technology & Business (T & B)**

**Time: 10:30 am – 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)** Define the following terms briefly: **07**

1. MIS
2. Cookie
3. Ethics
4. RFID
5. Data warehouse
6. Horizontal & Vertical Software
7. m-commerce

**(b)** What do you mean by customer relationship management (CRM)? **07**  
Also explain operational and analytical CRM.

**Q.2 (a)** “Business Intelligence (BI)” has become a primary requirement in **07**  
business now days – Explain.

**(b)** What do you mean by “Porter’s Five Force Model”? Explain this **07**  
model with example of any IT industry sector.

**OR**

**(b)** Elucidate importance of Internet in today’s business. **07**

**Q.3 (a)** Write down short note on: Role of IT in Knowledge Management **07**  
System (KMS).

**(b)** List and explain supply chain management success factors. **07**

**OR**

**Q.3 (a)** Explain types of software in detail. **07**

**(b)** Describe advantages and disadvantages of outsourcing with respect to **07**  
India.

**Q.4 (a)** Differentiate e-business and e-commerce and explain various models **07**  
of e-business in detail.

**(b)** Write down different technologies which will shape future of **07**  
business in a new way.

**OR**

**Q.4 (a)** Write down short note on: Central Processing Unit (CPU) **07**

**(b)** Write note on workflow management system. **07**

**Q.5 (a)** List and explain various information management policies to manage **07**  
ethics in business.

**(b)** Explain different types of computer categories. **07**

**OR**

**Q.5 (a)** Write down short note on: Technology used in BI. **07**

**(b)** Write detail note on ERP with its components and also explain **07**  
benefits of the same.

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