

GUJARAT TECHNOLOGICAL UNIVERSITY

MBA - SEMESTER-IV • EXAMINATION-SUMMER • 2014

Subject Code: 2840008

Date: 28-05-2014

Subject Name: Technology and Business (T & B)

Time: 10.30 am - 13.30 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) Why are there more opportunities for Entrepreneurs in the Digital Economy? **07**
(b) What do you mean by Customer Relationship Management (CRM)? Also explain Operational and Analytical CRM. **07**
- Q.2** (a) Describe the Internet's impact on information along with how these changes are affecting business. **07**
(b) What do you mean by "Porter's Five Force Model"? Explain this model with example of any IT industry sector. **07**
- OR**
- (b) List and describe types of effectiveness IT metrics. Also explain customer metrics and their importance to an organization. **07**
- Q.3** (a) What is the role of a Knowledge Repository in knowledge Management? **07**
(b) Describe the advantages and dis-advantages of insourcing, outsourcing and offshore outsourcing. **07**
- OR**
- Q.3** (a) Discuss the major drivers and benefits of Data Warehousing to end users. **07**
(b) Discuss the Strategic benefits of Business analytics. **07**
- Q.4** (a) Compare and contrast grid computing and utility computing. **07**
(b) Write note on workflow management system. **07**
- OR**
- Q.4** (a) Differentiate e-business and e-commerce and explain various models of e-business in detail. **07**
(b) Define a supply chain and Supply Chain Management (SCM). List the benefits of effective SCM and also list down its major components. **07**
- Q.5** (a) Explain different types of Computer categories. **07**
(b) Why should Information Control and Security be of prime concern to management? **07**
- OR**
- Q.5** (a) Define Cyber terrorism. List three IT tools that can help defend against terrorist tactics. **07**
(b) Discuss each of the steps in the ERP selection process. What are the problems in implementing ERP systems **07**
