

Seat No.: _____

Enrolment No. _____

GUJARAT TECHNOLOGICAL UNIVERSITY
MBA – SEMESTER 04 – EXAMINATION – SUMMER 2017

Subject Code: 2840008

Date: 01/06/2017

Subject Name: Technology and 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

Objective Questions

06

(a)

Employees across departments are open to new insights about crisis and radical changes and seek ways to create competitive advantages. Which type of organizational informational culture is this?

- | | |
|-----------------------------------|----------------------------------|
| A. Information-Functional Culture | B. Information-Discovery Culture |
| C. Information-Sharing Culture | D. Information-Inquiring Culture |

A small file deposited on a hard drive by a Website containing information about customers and their web activities is known as

- | | |
|--------------------|------------------|
| 2. A. Click-stream | B. Click-through |
| C. Cookie | D. Web log |

Which of the following technologies is used in modern air conditioners to control the heating and cooling which enables saving energy by making system more efficient?

- | | |
|-------------------|----------------------|
| 3. A. Fuzzy Logic | B. Neural Networks |
| C. Expert Systems | D. Genetic Algorithm |

A technology that directs customers to use touch-tone phones or keywords to navigate or provide information is _____.

- | | |
|--------------------------------|-------------------------------|
| 4. A. Predictive Dialing | B. Interactive Voice Response |
| C. Automatic Call Distribution | D. Call Scripting |

A virus that hides inside other software, as an attachment or downloadable file is known as _____.

- | | |
|-----------------|---------------------|
| 5. A. Worm | B. Backdoor Program |
| C. Trojan-horse | D. Sniffer |

A US based company outsourcing its IT related activities to an Indian company is an example of _____.

- | | |
|----------------------------|------------------------|
| 6. A. Offshore Outsourcing | B. Onshore Outsourcing |
| C. Nearshore Outsourcing | D. None of the above |

Q.1 (b) Define the following:

04

- 1) Digital Ink 2) Software Piracy 3) OLAP 4) Phishing

Q.1 (c) Explain the concept of Outsourcing.

04

Q.2 (a) What is Business Intelligence? Discuss various components of Business Intelligence.

07

- (b) Discuss how the scenario of an education industry has changed with the application of IT. Explain in detail how IT can be used by an educational institute to empower itself.**

07

OR

(b) Design a sample ERP system for a Management Education institute. **07**

Q.3 (a) Discuss various technologies used to authenticate and authorize; prevent and resist; as well as detect and respond to Information Security breach. **07**

(b) Is monitoring of customers and employees ethical? What are the technologies that companies are using to monitor customers? Also list Employee Monitoring Policy Stipulations. **07**

OR

Q.3 (a) Write a note on various types of computer hardware, software and telecommunication devices. **07**

(b) Design a Customer Relationship Management system for any industry of your choice. **07**

Q.4 (a) Write a note on Knowledge Management System. **07**

(b) Discuss the role and applications of DSS and ESS for business/ industry of your choice. **07**

OR

Q.4 (a) Write a note on recent IT-related strategic positions in the organizations. **07**

(b) Discuss how IT can be used to improve the effectiveness/ efficiency of Supply Chain Management of a (a) Dairy Industry or (b) An apparel manufacturer (apply for any 1 of the industries, either for (a) or for (b)). **07**

Q.5 **Macy's Inc:**

Macy's, Inc., through its subsidiaries, operates approximately 800 department stores in the United States. Its retail stores sell a range of merchandise, including adult and children's apparel, accessories, cosmetics, home furnishings, and housewares. Senior management has decided that Macy's needs to tailor merchandise more to local tastes, that the colors, sizes, brands, and styles of clothing and other merchandise should be based on the sales patterns in each individual Macy's store. For example, stores in Texas might stock clothing in larger sizes and brighter colors than those in New York, or the Macy's on Chicago's State Street might include a greater variety of makeup shades to attract trendier shoppers. **14**

- (1) How could information systems help Macy's management implement this new strategy?
- (2) What pieces of data should these systems collect to help management make merchandising decisions that support this strategy?
- (3) Also list the various types of technologies that can be used by supermarkets like Big Bazaar and Tesco can utilize to empower their business.

OR

Q.5 **Data warehouse:** **14**

Your industrial supply company wants to create a data warehouse where management can obtain a single corporate-wide view of critical sales information to identify best-selling products in specific geographic areas, key customers, and sales trends. Your

sales and product information are stored in several different systems: a divisional sales system running on a Unix server and a corporate sales system running on an IBM mainframe. You would like to create a single standard format that consolidates these data from both systems. The following format has been proposed:

Product_ID	Product_Description	Cost_Per_Unit	Units_Sold	Sales_Regions	Division	Customer_ID

The following are sample files from the two systems that would supply the data for the data warehouse:

Corporate Sales System

Product_ID	Product_Description	Unit_Cost	Units_Sold	Sales_Territory	Division
60231	Bearing, 4"	5.28	900245	Northeast	Parts
85773	SS Assembly Unit	12.45	992111	Midwest	Parts

Mechanical Parts Division Sales System

Prod_No	Product_Description	Cost_Per_Unit	Units_Sold	Sales_Region	Customer_ID
60231	4" Steel Bearing	5.28	900245	N.E	Anderson
85773	SS Assembly Unit	12.45	992111	M.W	Kelly Industries

1. What business problems are created by not having these data in a single standard format and how can a single data warehouse for the same be beneficial?
2. Should the problems be solved by database specialists or general business managers? Explain.
3. Who should have the authority to finalize a single company-wide format for this information in the data warehouse?
