

GUJARAT TECHNOLOGICAL UNIVERSITY

MBA - SEMESTER-III • EXAMINATION – SUMMER • 2015

Subject Code: 830403

Date: 05-06-2015

Subject Name: Technology and Business (T&B)

Time: 14:30 pm – 17:30 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) What are different forms of outsourcing? Explain in detail the benefits & challenges of outsourcing. **07**
- (b) Explain in detail four basic components of Supply Chain Management (SCM). **07**

- Q.2** (a) What is Content Management System? Explain in brief common type of Content Management System. **07**
- (b) Explain the following terms: **07**
1. Phishing
 2. Internet Use policy
 3. Analytical CRM & Operational CRM
 4. Multi sourcing

OR

- (b) Identify the trend and technologies that will have greatest impact on future business. **07**
- Q.3** (a) Explain RFID and its diverse business application. **07**
- (b) Differentiate disruptive and sustaining technologies. Explain how the Internet caused disruption among businesses. **07**

OR

- Q.3** (a) Explain how an organization can use Business Process Reengineering to improve its business. **07**
- (b) Explain the four common tools an organization can use to access Internet information. **07**
- Q.4** (a) Explain business value of integrating supply chain management, customer relationship management and enterprise resource planning systems. **07**
- (b) Describe the relationship between business processes & value chain. **07**

OR

- Q.4** (a) To be a part of true ERP solution, an organization must possess four basic factors, what they are, Explain. **07**
- Q.4** (b) What is Knowledge management System (KMS). What are the main objectives of implementing KMS? **07**

- Q.5** (a) Explain in detail the three quantitative models typically used by decision support systems. **07**
- (b) What are the future trends in Supply Chain Management System? Explain. **07**

OR

- Q.5** (a) Explain customer relationship management systems and how they can help organizations understand their customers. **07**
- (b) Explain the advantages & disadvantages of insourcing, outsourcing & offshore outsourcing. **07**
