

GUJARAT TECHNOLOGICAL UNIVERSITY

MBA - SEMESTER-IV • EXAMINATION-SUMMER • 2015

Subject Code: 2840008

Date: 18-05-2015

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)** Explain each of the terms briefly: **14**
1. Transaction processing system(TPS)
 2. Virus
 3. Firewall
 4. Service-oriented architecture(SOA)
 5. Central Processing Unit (CPU)
 6. RFID
 7. Automated decision support(ADS)
- Q.2 (a)** Will BI replace the business analyst? Discuss. **07**
- (b)** Explain why it is important to capture and manage knowledge? **07**
- OR**
- (b)** What do you mean by “Porter’s Five Force Model”? Explain this model with example of any IT sector. **07**
- Q.3 (a)** Nobody thought in the early 1990s that the internet would be carrying a significant amount of the telephone traffic. List at least three factors enabling or driving this change in the internet. **07**
- (b)** It is said that supply chains are essentially “a series of linked suppliers and customers; every customer is in turn a supplier to the next downstream organization, until the ultimate end-user.” Explain. Use of a diagram is recommended. **07**
- OR**
- Q.3 (a)** Discuss why it is difficult to justify CRM and how metrics can help. **07**
- (b)** Why should organizations analyze their processes before implementing an ERP solution? **07**
- Q.4 (a)** Discuss the pros and cons of outsourcing IT, including alternatives to outsourcing. **07**
- (b)** Why is cross border cyber crime expanding rapidly? Discuss some possible solutions. **07**
- OR**
- Q.4 (a)** Define biometrics .Briefly explain at least five biometrics. **07**
- (b)** Provide an example of a content management system along with its Business purpose. **07**
- Q.5 (a)** Discuss in detail the benefits and challenges of e-business. **07**
- (b)** Describe the role of IT in knowledge management. **07**
- OR**
- Q.5 (a)** Discuss the major drivers and benefits of data warehousing to end users. **07**
- (b)** Define e-commerce and distinguish it from e-business. **07**
