Seat No.:_____   Enrolment No._____

GUJARAT TECHNOLOGICAL UNIVERSITY
MBA – SEMESTER - IV – EXAMINATION – SUMMER 2016

Subject Code: 2840008   **Date:03/05/2016**
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 (a)   **06**

1. A goal of Data Mining includes which of the following?

A.	To confirm that data exists	B.	To analyze data for expected
C.	To explain some observed event or condition	D.	To create a new data warehouse

2. Which of the following systems imitate human thinking?

A.	Artificial Intelligence	B.	Intelligent Agent
C.	Management Information System	D.	Database Management System

3. Expertise and experience of organizational members that has not been formally documented is known as:

A.	Knowledge sharing	B.	Tacit knowledge
C.	Explicit knowledge	D.	Organizational Learning

4. What must a system do to qualify as a true ERP solution?

A.	Be flexible	B.	Be modular & closed
C.	Extend within the company	D.	All of the above

5. Which products are people most likely to be more uncomfortable buying on the internet?

A.	Books	B.	Movies
C.	Furniture	D.	All of the above

6. CRM allows an organization to accomplish all of the following, except:

A.	Make call centers more efficient	B.	Provide better customer service
C.	Help sales staff close deals faster	D.	Complicate marketing & sales processes

Q.1	**(b)**	Define followings: 1) KMS 2) Business Intelligence 3) Virus 4) DSS	**04**
	(c)	Explain the evolution of ERP.	**04**
Q.2	**(a)**	What is the meaning of Business Intelligence (BI)? Discuss why BI is required in the business.	**07**
Q.2	**(b)**	Discuss the impact of IT on the competitive factors provided by Michael Porter.	**07**

OR

	(b)	What are the important factors and managerial challenges that determine technology adoption and implementation in SME's and MSME's?	**07**
Q.3	**(a)**	Write a note on Data Warehousing and Data Mining.	**07**

	(b)	Describe the advantages and disadvantages of insourcing, outsourcing and offshore outsourcing.	**07**

OR

Q.3	**(a)**	What is Information System security? Why is it important to secure information and how is it done?	**07**
	(b)	How e-commerce is different from e-business? Explain various models of e-commerce.	**07**
Q.4	**(a)**	What is Supply Chain Management? Explain the four basic components of SCM.	**07**
	(b)	What are the ethical issues related to use of information technology?	**07**

OR

Q.4	**(a)**	What do you mean by Collaborative Partnership? What are the functions of a typical collaborative business?	**07**
	(b)	Write a short note on Learning Organization.	**07**

Q.5   **14**

Pat Washington is chairperson of a new company that sells PC software for children, a combination of education and entertainment. The firm has experienced rapid growth and two of its products are best sellers. Being chairperson of a technology company, Pat wants to take advantage of mass market services such as America Online. While her products are aimed at children, adults purchase almost all of their software.

Pat is particularly fascinated by the Internet and the World Wide Web. She says, "There must be a way to establish closer rapport with our customers, adults who purchase and the children who use our products, through the Internet." Pat is unsure what to do. Alternatives range from setting up a home page and a product catalog on the World Wide Web to taking orders over the Net.

Questions:

1. What should Pat consider in her decision?
2. What are the pros and cons of the different alternatives?
3. How do the commercial services like America Online fit into her strategy?

OR

Q.5   **14**

California Runner is a mail-order company that sells athletic equipment, primarily for running and jogging. The product line includes clothing and, naturally, a large variety of shoes. The company processes orders that arrive via the mail, fax, or toll free number. Almost 90 percent of the orders are by phone. The company uses UPS or Federal Express to deliver its products all over the U.S.

The president of the company, Jim Fleet, observed the Minitel system in France and was impressed by the extent customers used it to order merchandise and do home banking. "The future will be to sell over electronic networks; however, I am very concerned about payment mechanisms and security. If customers were worried about the theft or unauthorized use of their credit card numbers, how can we be successful with electronic ordering? I think the Internet is more secured than using your credit card in a restaurant or giving it to use over a toll-free number, but customers don't see things that way."

Questions:

1. Investigate some of the different payment mechanisms available to users of the Internet.
2. What are their pros and cons?
3. What are the risks for the customer and the merchant?

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