

GUJARAT TECHNOLOGICAL UNIVERSITY

MBA - SEMESTER-IV • EXAMINATION-WINTER • 2014

Subject Code: 2840008

Date: 01-12-2014

Subject Name: Technology and Business (T&B)

Time: 10.30am - 13.30pm

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) Write a note on 'IT hardware and software components'. **07**
(b) Modern day retailing is changing due to adoption of IT. Discuss how IT can help to empower retail business. **07**

- Q.2** (a) Discuss the impact of IT on the competitive factors provided by Michael Porter. **07**
(b) How can SCM as a strategic initiative help organizations gain competitive advantage and efficiencies? Discuss the role of IT in supporting this strategic initiative. **07**

OR

- (b) Discuss various types of organizational information cultures. Which of them is necessary for the organizations like Apple Inc.? Justify. **07**
- Q.3** (a) Discuss the role of KMS in health care sector. **07**
(b) Discuss various components of Business Intelligence. **07**

OR

- Q.3** (a) Write a note on Data warehousing and data mining. **07**
(b) Write a note on DSS and ESS. **07**

- Q.4** (a) Discuss the implementation of ERP for a multi-divisional automobile manufacturing company. **07**
(b) Write a note on primary components of a CRM strategy. **07**

OR

- Q.4** (a) Discuss technological advancements that have contributed to the field of e-business. **07**
(b) Is monitoring of customer online activities and behavior ethical? Justify your argument. Discuss commonly used monitoring technologies. **07**

- Q.5** (a) What do you mean by outsourcing? What are its benefits? Discuss factors driving outsourcing growth and various outsourcing options available to the companies intending to outsource. **07**
(b) One of the reasons for reluctance to the use of e-commerce is information security threat. Which are the various security threats to e-business? **07**

OR

- Q.5** (a) Write a note on Workflow Management Systems. **07**
(b) Discuss various types of effectiveness IT metrics and their significance to organizations implementing IT systems. **07**
