

Seat No.: _____

Enrolment No. _____

GUJARAT TECHNOLOGICAL UNIVERSITY
MBA - SEMESTER – IV - EXAMINATION – WINTER 2015

Subject code: 2840008

Date: 01/12/2015

Subject Name: Technology and Business

Time: 02.30 PM TO 05.30 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) List and describe four types of effectiveness IT metrics. Also explain customer metrics and their importance to an organization. **07**

(b) Explain different types of computer categories. **07**

Q.2 (a) Explain major components of Business Intelligence. Also explain managerial issues involved with BI. **07**

(b) Write down short note on: Role of IT in Knowledge Management System (KMS). **07**

OR

(b) Describe the Internet's impact on information along with how these changes are affecting business. **07**

Q.3 (a) List and describes the four drivers of Supply Chain Management. **07**

(b) Describe advantages and disadvantages of outsourcing with respect to India. **07**

OR

Q.3 (a) Describe the three CRM Technologies used by Marketing Department. **07**

(b) Explain the benefits and risks associated with Enterprise Resource Planning System. Also assess the future of ERP Systems. **07**

Q.4 (a) Explain supplier relationship management, partner relationship management and employee relationship management as a current trend in Customer Relationship Management. **07**

(b) Summaries the different monitoring technologies and explain the importance of an employee monitoring policy. **07**

OR

Q.4 (a) What do you mean by customer relationship management (CRM)? Also explain operational and analytical CRM. **07**

Q.4 (b) Write down short note on: Central Processing Unit (CPU) **07**

Q.5 (a) Explain how, IT security is a combination of people, process and technology. Draw internal control model to justify the statement. **07**

(b) Describe the six major categories of hardware and provide an example of each. **07**

OR

Q.5 (a) List and explain various information management policies to manage ethics in business. **07**

(b) Compare and contract grid computing and utility computing. **07**
