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GUJARAT TECHNOLOGICAL UNIVERSITY

MBA - SEMESTER-IV • EXAMINATION – SUMMER 2013

Subject Code: 2840008 Date: 16-05-2013 **Subject Name: Technology and Business** Time: 14:30pm - 17:30pm**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) Why are there more opportunities for entrepreneurs in the digital 07 economy? (b) List and describe four types of effectiveness IT metrics. Also explain 07 customer metrics and their importance to an organization, **Q.2** (a) Describe the internets impact on information along with how these 07 changes are affecting business. (b) Describe the advantages and dis-advantages of insourcing, outsourcing 07 and offshore outsourcing. 07 **(b)** Define the relationship between security and ethics **Q.3** (a) Discuss the major drivers and benefits of data warehousing to end-07 (b) Explain why organizational culture must sometimes change before 07 knowledge management is introduced. 0.3 (a) What is the role of a knowledge repository in knowledge management? 07 **(b)** Discuss the strategic benefits of business analytics. 07 0.4 (a) Explain customer relationship management systems and how they can 07 help organizations understand their customers. (b) Provide an example of a content management system along with its 07 business purpose. OR Identify the primary forces driving the explosive growth of customer 07 0.4 relationship management. (b) Define a supply chain and supply chain management (SCM). List the 07 benefits of effective SCM and also list down its major components. **Q.5** (a) Compare and contract grid computing and utility computing. 07 **(b)** Why should information control and security be of prime concern to 07 management? (a) Define cyberterrorism.List three IT tools that can help defend against 07 Q.5 terrorist tactics. (b) Discuss each of the steps in the ERP selection process. What are the 07 problems in implementing ERP systems
