Seat No.:	Enrolment No.

GUJARAT TECHNOLOGICAL UNIVERSITY

MBA - SEMESTER-IV • EXAMINATION-SUMMER • 2014

Sul	oject	Code: 2840008 Date: 28-05-2014	
Tin	_	Name: Technology and Business (T & B) 0.30 am - 13.30 pm Total Marks: 70 ns:	
	1. 2.	Attempt all questions.	
Q.1	(a) (b)	Why are there more opportunities for Entrepreneurs in the Digital Economy? What do you mean by Customer Relationship Management (CRM)? Also explain Operational and Analytical CRM.	07 07
Q.2	(a)	Describe the Internet's impact on information along with how these changes	07
	(b)	are affecting business. What do you mean by "Porter's Five Force Model"? Explain this model with example of any IT industry sector.	07
	(b)	OR List and describe types of effectiveness IT metrics. Also explain customer metrics and their importance to an organization.	07
Q.3	(a) (b)	What is the role of a Knowledge Repository in knowledge Management? Describe the advantages and dis-advantages of insourcing, outsourcing and offshore outsourcing. OR	07 07
Q.3	(a) (b	Discuss the major drivers and benefits of Data Warehousing to end users. Discuss the Strategic benefits of Business analytics.	07 07
Q.4	(a) (b)	Compare and contract grid computing and utility computing. Write note on workflow management system. OR	07 07
Q.4	(a)	Differentiate e-business and e-commerce and explain various models of e-business in detail.	07
	(b)	Define a supply chain and Supply Chain Management (SCM).List the benefits of effective SCM and also list down its major components.	07
Q.5	(a) (b)	Explain different types of Computer categories. Why should Information Control and Security be of prime concern to management?	07 07
Q.5	(a)	OR Define Cyber terrorism. List three IT tools that can help defend against terrorist	07
-	(b)	tactics. Discuss each of the steps in the ERP selection process. What are the problems in implementing ERP systems	07
