Seat No.:	Enrolment No.

Subject Code: 2840008

## GUJARAT TECHNOLOGICAL UNIVERSITY

MBA - SEMESTER-IV • EXAMINATION-SUMMER • 2015

Date: 18-05-2015

**Subject Name: Technology and Business (T&B)** Time: 10.30 am - 13.30 pm **Total Marks: 70 Instructions:** 1. Attempt all questions. 2. Make suitable assumptions wherever necessary. 3. Figures to the right indicate full marks. 0.1 (a) Explain each of the terms briefly: 14 1. Transaction processing system(TPS) 2. Virus 3. Firewall 4. Service-oriented architecture(SOA) 5. Central Processing Unit (CPU) 6. RFID 7. Automated decision support( ADS) Will BI replace the business analyst? Discuss. 07 **Q.2** (a) Explain why it is important to capture and manage knowledge? 07 **(b)** OR What do you mean by "Porter's Five Force Model"? Explain this model with **(b) 07** example of any IT sector. Nobody thought in the early 1990s that the internet would be carrying a Q.3 (a) 07 significant amount of the telephone traffic. List at least three factors enabling or driving this change in the internet. **(b)** It is said that supply chains are essentially "a series of linked suppliers and 07 customers; every customer is in turn a supplier to the next downstream organization, until the ultimate end-user." Explain. Use of a diagram is recommended. OR Discuss why it is difficult to justify CRM and how metrics can help. 07 0.3 (a) Why should organizations analyze their processes before implementing an ERP 07 **(b)** solution? **Q.4** (a) Discuss the pros and cons of outsourcing IT, including alternatives to 07 outsourcing. Why is cross border cyber crime expanding rapidly? Discuss some possible 07 **(b)** solutions. OR Define biometrics .Briefly explain at least five biometrics. **Q.4** 07 (a) Provide an example of a content management system along with its **07 (b)** Business purpose. Q.5 Discuss in detail the benefits and challenges of e-business. (a) **07** Describe the role of IT in knowledge management. 07 **(b)** OR Discuss the major drivers and benefits of data warehousing to end users. 07 Q.5 (a) Define e-commerce and distinguish it from e-business. **(b)** 07

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