

Seat No.: _____

Enrolment No. _____

GUJARAT TECHNOLOGICAL UNIVERSITY
MBA – SEMESTER IV • EXAMINATION – WINTER 2019**Subject Code: 2840008****Date: 29/11/2019****Subject Name: Technology & 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) Define following terms briefly: **07**

1. Outsourcing
2. Piracy
3. Horizontal Software
4. CRM
5. Cookie
6. Effectiveness
7. Virus

Q.1 (b) Provide an example of a content management system along with its business purpose. Evaluate the advantages of using a workflow management system. **07**

Q.2 (a) What are the most important factors that you would use in evaluating computer hardware & computer software? Explain why? And explain different types of computer categories in brief. **07**

(b) What do you mean by Collaborative Partnership? What are the functions of a typical collaborative business? **07**

OR

Q.2 (b) What do you mean by “e-Policies”, list down major e-Policies available for managing the information security & also explain any three e-Policies in detail. **07**

Q.3 (a) Define Supply Chain Management (SCM). List the benefits of effective SCM and also list down its major components. **07**

(b) What do you mean by “Porter’s Five Force Model”? Explain this model with example of any IT industry sector. **07**

OR

Q.3 (a) Write down short note on: Technology used in BI **07**

(b) Define Cyber Terrorism. List down three IT tools that can help defend against terrorist tactics. **07**

Q.4 (a) Write detail note on ERP with its components and also explain benefits of the same. **07**

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

OR

- Q.4** (a) “Business Intelligence (BI)” has become a primary requirement in business now days – Explain. **07**
(b) Describe merits and demerits of an outsourcing with respect to India. **07**

- Q.5** (a) Elucidate importance of Internet in today’s business. **07**
(b) What do you mean by “Efficiency”? Explain Efficiency IT matrices in detail. **07**

OR

- Q.5** (a) Write a note on DSS and ESS. **07**
(b) Modern day logistics business is changing due to adoption of IT. Discuss how IT can help to empower logistics business. **07**

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