

**GUJARAT TECHNOLOGICAL UNIVERSITY**  
**MBA – SEMESTER 4 – EXAMINATION – SUMMER 2019****Subject Code:2840008****Date: 03/05/2019****Subject Name: Technology & Business****Time: 10:30 AM To 01:30 PM****Total Marks: 70****Instructions:**

1. Attempt all questions.
2. Make suitable assumptions wherever necessary.
3. Figures to the right indicate full marks.

**06****Q.1** 1. \_\_\_\_\_ is a utility software  
(a)

- |                      |                      |
|----------------------|----------------------|
| A. Disk optimization | B. Payroll           |
| C. MS word           | D. Internet explorer |

2. \_\_\_\_\_ is the part of customer metrics

- |                 |                  |
|-----------------|------------------|
| A. Usability    | B. Accuracy      |
| C. Market share | D. None of these |

3. \_\_\_\_\_ ensures strategic alignment of IT with business goals and objectives

- |                              |                           |
|------------------------------|---------------------------|
| A. Chief information officer | B. Chief security officer |
| C. Chief knowledge officer   | D. All of the above       |

4. \_\_\_\_\_ of the below is NOT a component of Business Intelligence

- |                         |                       |
|-------------------------|-----------------------|
| A. Data warehouse       | B. User interface     |
| C. Knowledge management | D. Business analytics |

5. \_\_\_\_\_ is the technology tracking people's activities

- |                       |                            |
|-----------------------|----------------------------|
| A. Cloud              | B. Cookie                  |
| C. Internet of things | D. Artificial intelligence |

6. \_\_\_\_\_ is the system controlling movement of work through a business process

- |                              |                                |
|------------------------------|--------------------------------|
| A. Content management system | B. Knowledge management system |
| C. Office automation system  | D. Workflow management system  |

**Q.1** (b) Define the following:**04**

1) Outsourcing 2) CRM 3) Business intelligence 4) Ethics

**Q.1** (c) Discuss unethical or unacceptable IT use by giving examples.**04****Q.2** (a) What is SCM? Explain complete supply chain cycle starting from Business Planning to Sales and including procurement**07**

(b) How an e-tailer can use IT efficiency metrics to improve its business performance?

**07**

(b) IT downtime is detrimental to any business. Discuss. **07**

**Q.3** (a) What is DSS? What are the types of DSS? **07**

(b) Knowledge management is essential due to changing business climate. Discuss. **07**

**OR**

**Q.3** (a) Discuss various modules of ERP system. **07**

(b) Discuss various applications of CRM for hospitality industry. **07**

**Q.4** (a) Discuss various policies for information management. **07**

(b) Devise an information security plan for a university assuming that you are an IT manager of it. **07**

**OR**

**Q.4** (a) What is outsourcing? What are the benefits and challenges of outsourcing? **07**

(b) If you are a manager of a bank, what technologies will you use to prevent attacks on your bank's information system? **07**

**Q.5** USADData's Web site is linked to massive databases that consolidate personal data on millions of people. Anyone with a credit card can purchase marketing lists of consumers broken down by location, age, income level, and interests. If you click on Consumer Leads to order a consumer mailing list, you can find the names, addresses, and sometimes phone numbers of potential sales leads residing in a specific location and purchase the list of those names. One could use this capability to obtain a list, for example, of everyone in Peekskill, New York, making \$150,000 or more per year. **14**

1. Do data brokers such as USADData raise privacy issues? Why or why not?

2. If your name and other personal information were in this database, what limitations on access would you want in order to preserve your privacy? Consider the following data users: government agencies, your employer, private business firms, other individuals.

**OR**

**Q.5** Qantas Airways, Australia's leading airline, faces cost pressures from high fuel prices and lower levels of global airline traffic. To remain competitive, the airline must find ways to keep costs low while providing a high level of customer service. Qantas had a 30-year-old data center. Management had to decide whether to replace its IT infrastructure with newer technology or outsource it. **14**

1. Should Qantas outsource to a cloud computing vendor? What factors should be considered by Qantas management when deciding whether to outsource?

2. If Qantas decides to outsource, list and describe points that should be addressed in a service level agreement.

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