Seat No.: _____   Enrolment No._____

GUJARAT TECHNOLOGICAL UNIVERSITY
MBA – SEMESTER (4) – • EXAMINATION – SUMMER 2018

Subject Code: 2840008   **Date:25/05/2018**
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)		Multiple Choice Questions			6
1.		_____ is a field that uniquely identifies a given Entity in a table.			
	A.	Entity	B.	Attribute	
	C.	Primary Key	D.	Foreign Key	
2.		Efficient SCM helps in reducing the threat of substitute product by _____.			
	A.	Creating Entry Barrier	B.	Decreasing switching Over Cost	
	C.	Increasing Switching over cost	D	Creating Rivalry	
3.		RFID stands for _____.			
	A.	Radio Frequency Identity	B.	Radio Frequency Identification	
	C.	Radio Frequency Indication	D.	Radio Frequency Identifier	
4.		Which of the following is not an enterprise application system?			
	A.	CRM	B.	SCM	
	C.	ERP	D.	SQL	
5.		Through Integrated SCM _____ Org. is successful in providing products at lowest costs to its customers, in Retail sector.			
	A.	P&G	B.	HUL	
	C.	Wal-Mart	D.	Big-Bazaar	
6.		One of the principles of BPR is to identify all the organization's process and _____.			
	A.	Link parallel activities	B.	Capture information at source	
	C.	Treat resources as centralized	D.	Prioritize them in order of redesign urgency	
Q.1	(b)	Define the following terms: 1.BPR 2. Brick and Mortar Model 3. Primary and Foreign key 4. Hierarchical Database			04
Q.1	(c)	Explain the four basic components of supply chain management.			04
Q.2	(a)	Explain Multidimensional database with appropriate example of a research survey conducted for a Recognized brand.			07

	(b)	Explain the different types of Content Management Systems and Workflow Management Systems.	07
		OR	
	(b)	Explain the various ways and means by which a business organization can evaluate its financial position.	07
Q.3	**(a)**	Explain why it is important to capture and manage knowledge?	07
	(b)	It is said that supply chains are essentially "a series of linked suppliers and 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.	07
		OR	
Q.3	**(a)**	Modern day retailing is changing due to adoption of IT. Discuss how IT can help to empower retail business.	07
	(b)		07
Q.4	**(a)**	Explain the concept of in sourcing, outsourcing and offshore outsourcing.	07
	(b)	What are the various ethical issues related to use of IT ?	07
		OR	
Q.4	**(a)**	Describe the six major categories of hardware and provide an example of each.	07
	(b)	Explain the different kinds of Utility and Application software.	07
Q.5		Case study :	14

Leaveron is a family- owned business in Middle town, a small town of around 30,000 people. Founded in 1993,the business provides health food ,nature based beauty products and nature based medicines it grew rapidly since the time people became more nature oriented and health conscious .both revenue and profits growing and the company opened up new spaces and stores in the town.

However things changed since 2003. First, the local super markets started offering the organic products at lower price. Second, the local drug store began offering herb-based and other nature-based vitamins and medicine also at lower prices. As a result, both sales and profits declined. In 2005, the company started to lose customers at an accelerated rate especially the young customers age group.

The company had its first loss in 2005. The losses widened in 2006 when the sales declined further forcing the closure of the second store. by 2008 the trends had become clear : it was getting worse and worse.

Your are the youngest child in the family and have just started taking a course on IT for management. . The family has asked for your help. You understand that the problem stems from the environmental pressures including internet marketing.

1. Identify the business pressure that caused the problem.
2. Prepare a report titled "Saving Leaveron" and recommend the necessary ways and means through which IT would help to curb the problem.

	OR	
Q.5		14

Cybex international (cybexintl.com) a global maker of fitness machines, was unable to meet the demand for its popular fitness machines, which increased dramatically in the late 1990s. To maintain its market share, the company had to work with rush orders from its nearly 1,000 suppliers. The cost of responding to rush orders was extremely high. This problem was a result of a poor demand forecast for the machine's components. The demand forecast was produced using three different legacy systems that Cybex had inherited from merger partners.

After examining existing vendors' supply chain software. Cybex decided to install an ERP system (from PeopleSoft Inc) for its supply chain planning and manufacturing applications. In conjunction with the software installation, the company analyzed and redesigned some of its business process. It also reduced the number of suppliers from 1,000 to 550.

In the new system, customers 'orders are accepted at the corporate Web site. Each order is electronically forwarded to one of the company's two specialized manufacturing plants. The ERP uses its planning module to calculate which parts are needed for each model. Then, the ERP's product configurator constructs, in just a few seconds, a component list and a bill of materials needed for each order.

The ERP system helps with other processes as well. For example, Cybex can e-mail to a vendor a detailed purchase order with engineering change clearly outlined. These changes are visible to everyone; if one engineer is not at work, his or her knowledge remains in the system and is easy to find. Furthermore, dealers now know that they will get deliveries in less than two weeks. They can also track the status of each order.

The system also helps Cybex to better manage its 550 suppliers. For e.g.. the planning engine looks at price variations across product lines, detecting opportunities to negotiate price reductions by showing suppliers that their competitors offers the same products at lower prices. Also, by giving suppliers projected long-and short term production schedules, Cybex helps ensure that all parts and materials are available when needed. This also reduces the inventory level at Cybex. Furthermore, suppliers that cannot meet the required dates are replaced after quarterly reviews.

Despite intense industry price-cutting in 2002, Cybex remained profitable, mainly due to its improved supply chain. Some of the most impressive results were the following:

Cybex cut its bill-of-material count from thousands to hundreds; reduced the number of vendor from 1,000 to 550; cut paperwork by two-thirds; and reduced build-to-order time from four to two weeks.

Q.1 What are the relationships between the EC applications and ERP?
Q.2 What are the critical success factors for implementation?

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Q-3 (b) OR
What do you mean by porters five force model? Explain with respect to mobile service providing industry.