*Seat No.: _____*                                                       *Enrolment No._____*

# GUJARAT TECHNOLOGICAL UNIVERSITY
## MBA - SEMESTER – IV - EXAMINATION – WINTER 2015

**Subject code: 2840008**                                   **Date: 01/12/2015**
**Subject Name: Technology and 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)** | List and describe four types of effectiveness IT metrics. Also explain customer metrics and their importance to an organization. | **07** |
| | **(b)** | Explain different types of computer categories. | **07** |
| **Q.2** | **(a)** | Explain major components of Business Intelligence. Also explain managerial issues involved with BI. | **07** |
| | **(b)** | Write down short note on: Role of IT in Knowledge Management System (KMS). | **07** |

**OR**

| | | | |
|---|---|---|---|
| | **(b)** | Describe the Internet's impact on information along with how these changes are affecting business. | **07** |
| **Q.3** | **(a)** | List and describes the four drivers of Supply Chain Management. | **07** |
| | **(b)** | Describe advantages and disadvantages of outsourcing with respect to India. | **07** |

**OR**

| | | | |
|---|---|---|---|
| **Q.3** | **(a)** | Describe the three CRM Technologies used by Marketing Department. | **07** |
| | **(b)** | Explain the benefits and risks associated with Enterprise Resource Planning System. Also assess the future of ERP Systems. | **07** |
| **Q.4** | **(a)** | Explain supplier relationship management, partner relationship management and employee relationship management as a current trend in Customer Relationship Management. | **07** |
| | **(b)** | Summaries the different monitoring technologies and explain the importance of an employee monitoring policy. | **07** |

**OR**

| | | | |
|---|---|---|---|
| **Q.4** | **(a)** | What do you mean by customer relationship management (CRM)? Also explain operational and analytical CRM. | **07** |

**Q.4** **(b)** Write down short note on Central Processing Unit (CPU). **07**

**Q.5** **(a)** Explain how, IT security is a combination of people, process and technology. Draw internal control model to justify the statement. **07**

**(b)** Describe the six major categories of hardware and provide an example of each. **07**

**OR**

**Q.5** **(a)** List and explain various information management policies to manage ethics in business. **07**

**(b)** Compare and contract grid computing and utility computing. **07**

**\*\*\*\*\*\*\*\*\*\*\*\*\***