Seat No.: _____   Enrolment No._____

GUJARAT TECHNOLOGICAL UNIVERSITY
MBA – SEMESTER 4 – EXAMINATION – WINTER 2018

Subject Code: 2840008   **Date: 05/12/2018**

Subject Name: Technology & Business (T&B)

Time: 2:30 p.m. to 5:30 p.m.   **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) Answer the following multiple choice questions:**   **06**

1. Raw facts that describe a particular phenomenon such as the current temperature, the price of movie rental, or a person's age is known as _____.
A. Data	B. Information
C. Knowledge	D. All of the above

2. An umbrella term that refers to a variety of software applications used to analyze an organization's data is known as _____.
A. OLAP	B. Data mining
C. DSS	D. Business Intelligence

3. The e-commerce model adopted by OLX can be said as _____.
A. B2B	B. B2C
C. C2C	D. C2B

4. _____ directs customers to use touch-tone phones or keywords to navigate or provide information.
A. Automatic call distribution	B. Interactive voice response (IVR)
C. Predictive dialing	D. Call scripting

5. _____ virus hide inside other software, usually as an attachment or a downloadable file.
A. Worm	B. Backdoor program
C. Trojan-horse	D. Hoaxes

6. Software that is manufactured to look like the real thing and sold as such is known as _____.
A. Pirated software	B. Counterfeit software
C. Intellectual property	D. None of the above

Q.1 **(b)** Define following terms briefly: **04**
1. Web traffic
2. Data warehouse
3. Analytical CRM system
4. Artificial intelligence

Q.1 **(c)** Write a note on "Knowledge Management System".   **04**

Q.2 **(a)** What is insourcing, outsourcing, onshore outsourcing, nearshoring and offshore outsourcing? Discuss the benefits and challenges associated with outsourcing. **07**

   (b) Discuss how the retail sector can make use of IT to empower its business.   **07**

OR

   (b) Discuss various emerging trends and technologies that will change the future landscape of business. **07**

Q.3 **(a)** Write a note on "Executive Support System".   **07**
   (b) Information security is one of the restraining factors for the adoption of e-commerce. What **07**

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according to you can be the probable security threats to e-commerce/ e-business?

OR

| Q.3 | (a) | Write a note on "Business Intelligence". | 07 |
| | (b) | Information has no ethics; justify. According to you what can a company do to ensure ethical use of information in its organization? | 07 |

| Q.4 | (a) | What is computer network? Discuss various types of computer network. | 07 |
| | (b) | Discuss how DSS can be useful to the middle management of Marketing department. | 07 |

OR

| Q.4 | (a) | Write a note on various "IT roles and responsibilities". | 07 |
| | (b) | Discuss how IT can improve the way hospitals provide health care services. | 07 |

Q.5   ***CRM System for Mercedes-Benz, Canada***   **14**

Toronto-based Mercedes-Benz Canada, with a network of 55 dealers, did not know enough about its customers. Dealers provided customer data to the company on an ad hoc basis. Mercedes did not force dealers to report this information, and its process for tracking dealers that failed to report was cumbersome. There was no real incentive for dealers to share information with the company.

Questions:

1. What is a CRM system? What are the key modules of operational CRM?
2. How could CRM and partner relationship management (PRM) systems help solve this problem?

OR

Q.5 **Discuss the case study with answer to the following questions:**   **14**

Building an ERP solution – Cirris Minerals

You are working for Cirris Minerals, a multibillion-dollar mining company, which operates over 3,000 mines in 25 countries. The company is currently looking at implementing an ERP system to help streamline its operations and manage its 150,000 employees. You are leading the team that has to make the decision as to whether the company should buy or build an ERP solution and enable creation and implementation of the same. For the most part, your company's system requirements are similar to other companies in your industry.

Questions:

1. According to you what are the benefits of the ERP system? What are the challenges involved in planning, creating, implementing, using and managing the ERP system?
2. Compile a list of questions you would require answers to in order to make your buy versus build decision.

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