

GUJARAT TECHNOLOGICAL UNIVERSITY
MBA – SEMESTER –IV-EXAMINATION – SUMMER-2022

Subject Code: 2840008**Date: 22-07-2022****Subject Name: Technology and 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.

Q.1 (a) Answer the following multiple choice questions: 06

1. _____ refer to renewing or changing components like increasing the main memory, or hard disk capacities, or adding speakers, or modems, etc.

A. Grades	B. Prosody
C. Synthesis	D. Upgrades
2. Set of programs which consist of full set of documentation is termed as

A. Database Packages	B. Bus packages
C. Software packages	D. File packages
3. CPU stands for

A. Central processing unit	B. Coordinator processing unit
C. Central program unit	D. Central project unit
4. The solution for all business needs is

A. EDI	B. SCM
C. ERP	D. CRM
5. BPR stands for

A. Business process redefine	B. Business process resize
C. Business programme refine	D. Business process re-engineering
6. CMS stands for

A. Content Management System	B. Content Management Server
C. Computer Management System	D. Computer Mobile System

Q.1 (b) Define following terms briefly: 04

1. Cookie
2. Autonomic Computing
3. Horizontal software
4. RAM

Q.1 (c) Describe advantages of outsourcing with respect to India. 04**Q.2 (a) “Business Intelligence (BI)” has become a primary requirement in business now days – Explain. 07****(b) Write down short note on: Role of IT in Knowledge Management System (KMS). 07****OR****(b) Write a note on Data warehousing and data mining. 07****Q.3 (a) What do you mean by “Porter’s Five Force Model”? Explain this model with example of any IT industry sector. 07****(b) Write note on workflow management system. 07****OR**

- Q.3 (a)** Identify the technologies that will have the greatest impact on future business. **07**
(b) Explain different types of computer categories. **07**
- Q.4 (a)** Explain the benefits and risks associated with enterprise resource planning system. Also assess the future of ERP systems. **07**
(b) Summaries the different monitoring technologies and explain the importance of an employee monitoring policy. **07**
- OR**
- Q.4 (a)** Write down short note on: Technology used in BI. **07**
(b) List and explain supply chain management success factors. **07**
- Q.5** **Discuss the case study with answers of following questions.** **14**

SCM @ Intel Corporation

One of the world’s largest manufacturers of computer chips, Intel needs little introduction. However, the company needed to make some significant supply chain cost reductions after bringing its low-cost “Atom” chip to market. Supply chain costs of around \$5.50 per chip were bearable for units selling for \$100, but the price of the new chip was a fraction of that, at about \$20.

The Supply Chain Cost Reduction Challenge:

Somehow Intel had to reduce the supply chain costs for the Atom chip, but had only one area of leverage—inventory.

The chip had to work, so there were no service trade-offs that could be made. Being a single component, there was also no way to pay less in the way of duties. Intel had already whittled packaging down to a minimum and with a high value-to-weight ratio, the chips’ distribution costs could not really be pared down any further.

The only option was to try to reduce levels of inventory, which, up to that point, had been kept very high in order to support a nine-week order cycle. The only way Intel could find to make supply chain cost reductions was to bring this cycle time down and therefore reduce inventory.

The Path to Cost Reduction:

Intel decided to try what was considered an unlikely supply chain strategy for the semiconductor industry: a true make-to-order scenario. The company began with a pilot operation using a manufacturer in Malaysia. Through a process of iteration, they gradually sought out and eliminated supply chain inefficiencies to incrementally reduce order cycle time. Further improvement initiatives included:

- Reduced the chip assembly test window from a five-day schedule, to a bi-weekly, 2-day-long process
- Introduced a formal S&OP planning process
- Moved to a vendor-managed inventory model

Supply Chain Cost Management Results:

Through its incremental approach to cycle time improvement, Intel eventually drove the order cycle time for the Atom chip down from nine weeks to just two. As a result, the company achieved a supply chain cost reduction of more

than \$4 per unit for the \$20 Atom chip—a far more palatable rate than the original figure of \$5.50.

Questions:

- (a) Why “Intel” was interested to redesign its Supply Chain? Explain.
- (b) In view of above case, how “SCM” has benefited Intel?

OR

Q.5

Discuss the case study with answers of following questions.

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CRM at Starbucks

With over 17,000 stores spread out over 50 countries, Starbucks uses a CRM system called “My Starbucks Idea”, which is powered by Salesforce.com. The system, which includes an interactive forum, gives the Starbucks community an online presence, allowing the company to collect feedback from its customers. It also integrates the company’s physical stores with social media sites such as Facebook and Twitter. On the system’s Web site (www.mystarbucksidea.com), customers offer ideas, make comments, and cast votes on issues arranged into 13 categories, from the actual drinks that are served to what the store’s atmosphere feels like. So far, the system has collected over 92,000 ideas, nearly 100 of which Starbucks has implemented.

Questions:

- (a) What is “My Starbucks Idea”?
- (b) What has the Starbucks CRM achieved? How does it help the bottom line?
