

GUJARAT TECHNOLOGICAL UNIVERSITY
MBA– SEMESTER -I - EXAMINATION- SUMMER-2023

Subject Code: 2519307**Date: 18/07/2023****Subject Name: Information Technology and Global 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.
4. Use of simple calculators and non-programmable scientific calculators are permitted.

Q. No.	Question Text and Description	Marks
Q.1	Definitions / terms / explanations / short questions based on concepts of theory/practical (a) Cloud Computing (b) Data Visualization (c) Business Process (d) Artificial Intelligence (e) Machine Learning (f) Project Management (g) Information System	14
Q.2	(a) Why are information systems so essential for running and managing a business today	07
	(b) What exactly is an information system? How does it work? What are its Management, organization and technology components	07
OR		
	(b) What are the challenges posed by enterprise applications?	07
Q.3	(a) Explain Project Management System in detail.	07
	(b) Explain Analytical CRM, Operational CRM and Collaborative CRM in detail	07
OR		
Q.3	(a) Explain ethical and legal issues in e- business with suitable example.	07
	(b) Define DSS. Evaluate the role of DSS serving at the middle level of management & its relationship with other system.	07
Q.4	(a) Explain various Functional Business Systems with the help of examples	07
	(b) Explain International informational systems architecture explain Challenges posed by global information systems with suitable example.	07
OR		
Q.4	(a) Explain Difference between E – Commerce and E- Business, explain features and growth of e- commerce	07
	(b) How do supply chain management systems coordinate planning, production and logistics with suppliers ?	07

Q.5

CASE STUDY:

Keshav Pvt. Ltd. is engaged in selling and distributing stationery items to medium and large-size businesses in the Western region of India. Established in 1995, the target market of Keshav Pvt. Ltd. was limited to students studying in schools and colleges. Gradually, the organization expanded the horizon of the target market and focused on schools, colleges, and business houses to deliver the uninterrupted supply of stationery items. Though the majority portion of items was ordered and delivered to schools and colleges at a specific period (before the commencement of the academic calendar), however, the demand and requirement of business houses remain unpredictable. In addition to that, since Keshav Pvt. Ltd. is bound to honor the contacts any discrepancies pertaining to the delaying in delivery of the order may result in hampering the sound relationship with customers.

As the sales volume increases, the top management of an organization witnessed three instances, which led them to ponder over the solution of the existing problem.

Instance 1: Prioritising the customers

Keshav Pvt. Ltd. hired a management trainee, Jayesh in June 2019. As a part of the duties, Jayesh was required to manage the orders received from the various existing customers. In addition to that, he was also responsible for approaching new customers and convert them into loyal customers. Presently the organization has more than 600 customers from the different geographic areas of western India. Jayesh, instead of prioritizing the loyal customer, committed the delivery of huge stock to a newly acquired customer in Ahmedabad. Later, when asked for the reason, he clarified that he had no such profile of the customer while committing the delivery of the order.

Instance 2: Tracking the shipment

Keshav Pvt. Ltd. had a dedicated team of 4 people who is responsible for answering the calls of customers, in some cases emailing the customers regarding the status of the shipment of goods ordered. Rahul, one of the team members, mistakenly, revealed the order details of a customer to an unintended inquiry. It was later found that the courier number of both the

customers was almost the same, with one digit being different.

Instance 3: Data Management

While summarizing the information of customers, Keshav Pvt. Ltd. is relying on Excel Sheets, and most of the accounting-related information is extracted from Tally ERP. The Excel Sheets are shared with members of the departments (accounting, marketing, and production) for availing the information of customers. The Excel Sheets are editable, and the chances of modification of content remain high, and at the same point in time, it becomes difficult to track the changes made by the team members.

Q.5 (a) According to you, what are the chief problems in the above case? **07**

Q.5 (b) Should the organization implement CRM? Support your answer with rationale arguments. **07**

OR

Q.5 (a) If the organization is implementing CRM, what may be the possible benefits? **07**

Q.5 (b) Should the company introduce CRM? Explain your response using logical justifications. **07**
