Seat No.: _____   Enrolment No._____

GUJARAT TECHNOLOGICAL UNIVERSITY
MBA – SEMESTER IV • EXAMINATION – WINTER 2019

Subject Code: 2840008   **Date: 29/11/2019**
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)** Define following terms briefly: **07**
   1. Outsourcing
   2. Piracy
   3. Horizontal Software
   4. CRM
   5. Cookie
   6. Effectiveness
   7. Virus

Q.1 **(b)** Provide an example of a content management system along with its business **07** purpose. Evaluate the advantages of using a workflow management system.

Q.2 **(a)** What are the most important factors that you would use in evaluating computer **07** hardware & computer software? Explain why? And explain different types of computer categories in brief.

(b) What do you mean by Collaborative Partnership? What are the functions of a **07** typical collaborative business?

OR

Q.2 **(b)** What do you mean by "e-Policies", list down major e-Policies available for **07** managing the information security & also explain any three e-Policies in detail.

Q.3 **(a)** Define Supply Chain Management (SCM). List the benefits of effective SCM **07** and also list down its major components.

(b) What do you mean by "Porter's Five Force Model"? Explain this model with **07** example of any IT industry sector.

OR

Q.3 **(a)** Write down short note on: Technology used in BI   **07**
(b) Define Cyber Terrorism. List down three IT tools that can help defend against **07** terrorist tactics.

Q.4 **(a)** Write detail note on ERP with its components and also explain benefits of the **07** same.

(b) Summaries the different monitoring technologies and explain the importance **07** of an employee monitoring policy.

OR

Q.4	**(a)**	"Business Intelligence (BI)" has become a primary requirement in business now days – Explain.	**07**
	(b)	Describe merits and demerits of an outsourcing with respect to India.	**07**

Q.5	**(a)**	Elucidate importance of Internet in today's business.	**07**
	(b)	What do you mean by "Efficiency"? Explain Efficiency IT matrices in detail.	**07**

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OR

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Q.5	**(a)**	Write a note on DSS and ESS.	**07**
	(b)	Modern day logistics business is changing due to adoption of IT. Discuss how IT can help to empower logistics business.	**07**

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