

GUJARAT TECHNOLOGICAL UNIVERSITY**MBA - SEMESTER– III EXAMINATION – WINTER 2020****Subject Code:4539253****Date:07/01/2021****Subject Name:Specialization-ITM_E-Business (EB)****Time:10:30 AM TO 12.30 PM****Total Marks: 47****Instructions:**

1. Attempt any **THREE** questions from Q1 to Q6.
2. Q7 is compulsory.
3. Make suitable assumptions wherever necessary.
4. Figures to the right indicate full marks.

Q.1	Define following terms briefly:	
1A	(a) M-commerce (b) Information asymmetry (c) Heartbleed bug	06
1B	(1) E-tailer (2) Disruptive technology (3) Biometrics	06
Q.2	(a) Define e-commerce and describe how it differs from e-business? (b) What are the key dimensions of e-commerce security? Discuss in brief.	06 06
Q.3	(a) Explain various types of E-business in brief. (b) What do you mean by “Cryptography”? Explain how public key cryptography works.	06 06
Q.4	(a) Identify the major e-commerce payment systems in use today. (b) What is an “E-CRM”? Explain benefits of it.	06 06
Q.5	(a) Briefly identify the key security threats in the e-commerce environment. (b) Write down short note on: B2C business models	06 06
Q.6	(a) What is SCM? Draw & explain “Procurement” process in brief. (b) What are five generic business strategies for achieving a profitable business? Discuss.	06 06
Q.7	Discuss the given case study with answers of following questions.	11

SCM @ Intel Corp.

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:

1. What problems faced by “Intel” before redesigning its supply chain? Discuss.
2. What is “Pilot Testing”? Discuss importance of “Pilot Testing” before implementing new projects.

OR

Questions:

1. In view of above case, how “SCM” has benefited Intel?
2. If you were the manager of Intel, what other steps would you like to take to reduce cycle time?

11