

- Q.4 (a)** Describe various efficiency and effectiveness IT metrics. **07**
(b) Elaborate as a manager of the company how will you integrate CRM with technology to achieve maximum growth of the company. **07**

OR

- Q.4 (a)** Explain various categories of hardware. **07**
(b) Clarify core and extended ERP components can help in improving productivity of the organization. **07**

Q.5 Corporate managements have been slow to realize that their employees are using their corporate facilities to surf the net and to use e-mail for personal reasons, and such personal use can be disruptive and costly. Companies are now beginning to face the problem, which in turn has raised serious ethical issues.

If employees are using company internet facilities for personal reasons, how much can it cost? The most obvious cost is the loss of time and employee productivity when employees are focusing on personal rather than company business. When employees access the web using employer facilities, anything they do on the web, including anything illegal, carries the company's name. Therefore, the employer can be traced and held liable. In addition, lawsuits often result in adverse publicity for the company regardless of outcome. Even if lawsuits do not result, companies are often embarrassed by the publicity that can surround the online actions by a company's employees.

However, studies show that relatively few companies have written internet usage policies that specifically address such problems.

- (a)** Elaborate the consequences that can be faced by employer if employees use organisational internet for personal usage. **07**
(b) Is it ethical for employees to use internet at work for personal purposes? Yes or no. Justify. **07**
Is it ethical for employers to monitor private activities of employees as long as those employees are meeting their work goals? Yes or no. Justify.

OR

Q.5 In 2015, Starbucks offered convenient purchase options through smart phone mobile apps. Mobile application payment option generates barcode to be usable in targeted stores. Purchasing is made by Starbucks card mobile app with the use of a scanner. Customers can reload balance through PayPal. This payment option is considered as most flexible and convenient for customers because it's processing is fast. Company launched two applications for customers namely 'Starbucks card mobile' and 'My Starbucks'. Company is gaining competitive edge in rendering mobile commerce transactions while leveraging technology to cater customers. The App is marketed based on its benefits in saving time and making purchases more convenient for the customer.

Customers allow Starbucks to gain access to their mobile phones in exchange for improved experience and convenience. Thus, perceived benefits have to exceed perceived risks such as the safety of personal data as well as the security of financial transactions via mobile phones. When applying the CRM, it can be seen that the Smartphone App is improving Starbucks' core service provision by making it more convenient for customers to purchase their coffee (perceived service quality, perceived value).

- (a)** Based on case, discuss different pros and cons of using mobile app to "Starbucks" and the customers. **07**
(b) Elaborate how Starbucks can further improve its CRM with the help of technology. **07**
