Seat No.: _____ Enrolment No._____

GUJARAT TECHNOLOGICAL UNIVERSITY
MBA – SEMESTER –III-EXAMINATION – WINTER-2022

Subject Code: 4539253   **Date:01/02/2023**
Subject Name: E-Business
Time:10:30 AM to 1:30 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.1		**Define following terms briefly:**	**14**
		(a) Elevator Pitch	
		(b) Pharming	
		(c) Information Asymmetry	
		(d) Crowd funding	
		(e) DDoS	
		(f) VPN	
		(g) JIT	
Q.2	**(a)**	How do biometric devices help improve security? What particular type of security breach do they reduce?	**07**
	(b)	Define e-commerce and describe how it differs from e-business.	**07**
		OR	
Q.2	**(b)**	Write a note on E-procurement exchanges and industry Consortium with special focus to B2B.	**07**
Q.3	**(a)**	What are five generic business strategies for achieving a profitable business?	**07**
	(b)	Write features of traditional E-commerce payment system with suitable example.	**07**
		OR	
Q.3	**(a)**	Write a short note on E-security threats in the E-commerce environment.	**07**
	(b)	Briefly explain how public key cryptography works.	**07**
Q.4	**(a)**	Explain various types of E-business in brief.	**07**
	(b)	What is "SCM"? Explain various components of E-SCM.	**07**
		OR	
Q.4	**(a)**	Elaborate various tools and techniques of E-customer relationship.	**07**
	(b)	Write down short note on: B2C business models	**07**

Q.5   **Discuss the given case study with answers of following questions.**

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: **14**

  (a) In view of above case, how "SCM" has benefited Intel?
  (b) If you were the manager of Intel, what other steps would you like to take to reduce cycle time?

OR

Questions: **14**

  (a) What problems faced by "Intel" before redesigning its supply chain? Discuss.
  (b) What is "Pilot Testing"? Discuss importance of "Pilot Testing" before implementing new projects.

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