GUJARAT TECHNOLOGICAL UNIVERSITY
MBA-SEMESTER-III-EXAMINATION-WINTER-2024

Subject Code: 1539614   **Date: 23/12/2024**
Subject Name: Cloud Computing
Time: 10:30 AM TO 01:30 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.			Marks
Q.1	(a)	Cloud Ecosystem	**14**
	(b)	Microsoft Cloud Service	
	(c)	Jungle Cloud	
	(d)	Cloud Governance	
	(e)	Software as a Service	
	(f)	Public Cloud	
	(g)	Mobile Cloud	
Q.2	**(a)**	What is virtualization? Explain its types.	**07**
	(b)	What is cloud Computing? Explain advantages and disadvantages of it.	**07**
		OR	
	(b)	Explain cloud computing service model.	**07**
Q.3	**(a)**	Explain how data storage and cloud computing works.	**07**
	(b)	What are the security risks of cloud computing?	**07**
		OR	
Q.3	**(a)**	Explain reference model for cloud computing	**07**
	(b)	Discuss the SOA and cloud computing?	**07**
Q.4	**(a)**	Explain in detail about future cloud.	**07**
	(b)	Describe various tools and technologies for cloud computing.	**07**
		OR	
Q.4	**(a)**	Explain business values of cloud with appropriate example.	**07**
	(b)	Explain on architectural design of cloud.	**07**

Q.5   CASE STUDY:

Coca-Cola, a multinational beverage corporation, has embraced cloud computing to modernize its IT infrastructure, improve business agility, and enhance customer engagement. The company's strategic adoption of cloud technologies has enabled it to drive innovation, optimize operations, and deliver value to consumers worldwide.

Challenges Faced by Coca-Cola:
Before embracing cloud computing, Coca-Cola encountered challenges related to managing a complex IT environment, maintaining legacy systems, and ensuring scalability to support global operations. Additionally, the company sought to enhance data analytics capabilities, improve collaboration among global teams, and accelerate time-to-market for new products and marketing campaigns.

Adoption of Cloud Computing:
Coca-Cola embarked on a comprehensive cloud adoption strategy, partnering with leading cloud providers such as Microsoft Azure and Google Cloud Platform (GCP) to migrate its IT workloads, data storage, and application development processes to the cloud.

(a)	How did Coca-Cola leverage cloud computing to address challenges related to scalability and flexibility in its IT infrastructure?	**07**
(b)	Discuss the role of cloud-based data analytics platforms in enabling Coca-Cola to derive actionable insights and personalize marketing campaigns.	**07**

OR

Q.5 **(a)**	How did Coca-Cola use cloud computing to develop innovative solutions such as mobile apps and IoT-enabled vending machines?	**07**
(b)	Evaluate the impact of cloud-based collaboration tools on Coca-Cola's global teams and knowledge sharing initiatives.	**07**

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