

GUJARAT TECHNOLOGICAL UNIVERSITY**MBA - SEMESTER-IV • EXAMINATION – SUMMER 2013****Subject Code: 2840008****Date: 16-05-2013****Subject Name: Technology and Business****Time: 14:30pm – 17:30pm****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) Why are there more opportunities for entrepreneurs in the digital economy? **07**

(b) List and describe four types of effectiveness IT metrics. Also explain customer metrics and their importance to an organization, **07**

Q.2 (a) Describe the internet's impact on information along with how these changes are affecting business. **07**

(b) Describe the advantages and disadvantages of insourcing, outsourcing and offshore outsourcing. **07**

OR

(b) Define the relationship between security and ethics **07**

Q.3 (a) Discuss the major drivers and benefits of data warehousing to end-users. **07**

(b) Explain why organizational culture must sometimes change before knowledge management is introduced. **07**

OR

Q.3 (a) What is the role of a knowledge repository in knowledge management? **07**

(b) Discuss the strategic benefits of business analytics. **07**

Q.4 (a) Explain customer relationship management systems and how they can help organizations understand their customers. **07**

(b) Provide an example of a content management system along with its business purpose. **07**

OR

Q.4 (a) Identify the primary forces driving the explosive growth of customer relationship management. **07**

(b) Define a supply chain and supply chain management (SCM). List the benefits of effective SCM and also list down its major components. **07**

Q.5 (a) Compare and contrast grid computing and utility computing. **07**

(b) Why should information control and security be of prime concern to management? **07**

OR

Q.5 (a) Define cyberterrorism. List three IT tools that can help defend against terrorist tactics. **07**

(b) Discuss each of the steps in the ERP selection process. What are the problems in implementing ERP systems **07**
