

**GUJARAT TECHNOLOGICAL UNIVERSITY**  
**MBA - SEMESTER – IV - EXAMINATION – WINTER 2015**

**Subject code: 2840008****Date: 01/12/2015****Subject Name: Technology and Business****Time: 02.30 PM TO 05.30 PM****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) List and describe four types of effectiveness IT metrics. Also explain customer metrics and their importance to an organization. **07**

(b) Explain different types of computer categories. **07**

**Q.2** (a) Explain major components of Business Intelligence. Also explain managerial issues involved with BI. **07**

(b) Write down short note on: Role of IT in Knowledge Management System (KMS). **07**

**OR**

(b) Describe the Internet's impact on information along with how these changes are affecting business. **07**

**Q.3** (a) List and describes the four drivers of Supply Chain Management. **07**

(b) Describe advantages and disadvantages of outsourcing with respect to India. **07**

**OR**

**Q.3** (a) Describe the three CRM Technologies used by Marketing Department. **07**

(b) Explain the benefits and risks associated with Enterprise Resource Planning System. Also assess the future of ERP Systems. **07**

**Q.4** (a) Explain supplier relationship management, partner relationship management and employee relationship management as a current trend in Customer Relationship Management. **07**

(b) Summaries the different monitoring technologies and explain the importance of an employee monitoring policy. **07**

**OR**

**Q.4** (a) What do you mean by customer relationship management (CRM)? Also explain operational and analytical CRM. **07**

**Q.4 (b)** Write down short note on: Central Processing Unit (CPU) **07**

**Q.5 (a)** Explain how, IT security is a combination of people, process and technology. Draw internal control model to justify the statement. **07**

**(b)** Describe the six major categories of hardware and provide an example of each. **07**

**OR**

**Q.5 (a)** List and explain various information management policies to manage ethics in business. **07**

**(b)** Compare and contrast grid computing and utility computing. **07**

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