GUJARAT TECHNOLOGICAL UNIVERSITY
M.B.A -IVth SEMESTER–EXAMINATION – MAY- 2012

Subject code: 2840008   **Date: 18/05/2012**
Subject Name: Technology & Business (T & B)
Time: 10:30 am – 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.**

Q.1 **(a)** Define the following terms briefly: **07**
   1. MIS
   2. Cookie
   3. Ethics
   4. RFID
   5. Data warehouse
   6. Horizontal & Vertical Software
   7. m-commerce

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

Q.2 **(a)** "Business Intelligence (BI)" has become a primary requirement in **07**
business now days – Explain.

(b) What do you mean by "Porter's Five Force Model"? Explain this **07**
model with example of any IT industry sector.

OR

(b) Elucidate importance of Internet in today's business. **07**

Q.3 **(a)** Write down short note on: Role of IT in Knowledge Management **07**
System (KMS).

(b) List and explain supply chain management success factors. **07**

OR

Q.3 **(a)** Explain types of software in detail. **07**

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

Q.4 **(a)** Differentiate e-business and e-commerce and explain various models **07**
of e-business in detail.

(b) Write down different technologies which will shape future of **07**
business in a new way.

OR

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

(b) Write note on workflow management system. **07**

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

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

OR

Q.5 **(a)** Write down short note on: Technology used in BI. **07**

(b) Write detail note on ERP with its components and also explain **07**
benefits of the same.

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