GUJARAT TECHNOLOGICAL UNIVERSITY
MBA - SEMESTER–III • EXAMINATION – SUMMER • 2015

Subject Code: 830403   **Date: 05-06-2015**
Subject Name: Technology and Business (T&B)
Time: 14:30 pm – 17:30 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)**	What are different forms of outsourcing? Explain in detail the benefits & challenges of outsourcing.	**07**
	(b)	Explain in detail four basic components of Supply Chain Management (SCM).	**07**
Q.2	**(a)**	What is Content Management System? Explain in brief common type of Content Management System.	**07**
	(b)	Explain the following terms:	**07**

       1. Phishing
       2. Internet Use policy
       3. Analytical CRM & Operational CRM
       4. Multi sourcing

OR

	(b)	Identify the trend and technologies that will have greatest impact on future business.	**07**
Q.3	**(a)**	Explain RFID and its diverse business application.	**07**
	(b)	Differentiate disruptive and sustaining technologies. Explain how the Internet caused disruption among businesses.	**07**

OR

Q.3	**(a)**	Explain how an organization can use Business Process Reengineering to improve its business.	**07**
	(b)	Explain the four common tools an organization can use to access Internet information.	**07**
Q.4	**(a)**	Explain business value of integrating supply chain management, customer relationship management and enterprise resource planning systems.	**07**
	(b)	Describe the relationship between business processes & value chain.	**07**

OR

Q.4	**(a)**	To be a part of true ERP solution, an organization must possess four basic factors, what they are, Explain.	**07**
Q.4	**(b)**	What is Knowledge management System (KMS). What are the main objectives of implementing KMS?	**07**
Q.5	**(a)**	Explain in detail the three quantitative models typically used by decision support systems.	**07**
	(b)	What are the future trends in Supply Chain Management System? Explain.	**07**

OR

Q.5	**(a)**	Explain customer relationship management systems and how they can help organizations understand their customers.	**07**
	(b)	Explain the advantages & disadvantages of insourcing, outsourcing & offshore outsourcing.	**07**

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