AB-132

April-2023

Int. MBA, Sem.-X

Business Technology

Time : 2:30 Hours]   **[Max. Marks : 70**

1. Read the passage below and answer accordingly :   **14**

   Sofmic is a large software vendor. About twice a year, Sofmic acquires a small specialized software company. Recently, a decision was made to look for a company in field data mining. Currently, there are about 15 companies that would gladly co-operate as a candidate for such acquisition.

   Bill Gomez, CEO asked that a recommendation to be submitted to him within one week. "Make sure to use some computerised support for justification."

   (1) Explain how does Business Intelligence help in taking this acquisition decision.

   (2) Why is real time Business Intelligence becoming critical ?

2. (a) What is information system ? Explain role of information technology in development of today's business model.   **7**

   (b) Explain the cyclical process of Business Performance Management with the use of different IT tools.   **7**

   OR

   (a) Describe and relate different characteristics of Knowledge.   **7**

   (b) Describe an Enterprise Knowledge Portal with its significance.   **7**

3. In general, Customer Relationship Management is an approach that recognizes customer as the core elements of the business and company's success depends on effectively managing relationship with them. The North Star Shoe Company realises the importance of Customer Relationship Management in its company.   **14**

   (1) Explain the tools and levels of E-CRM used by CRM application is needed to implement by The North Star.

   (2) What are Customer Services on Web will be provided by North Star ?

   OR

Using Enterprise Resource Planning, Comark Corp. reduced inventories of its precision measurement products and eliminated voluminous reports. Enterprise Resource Planning is also used to track information more accurately in Comark Corp.   **14**

(1)   Explain the ways of implementation of Enterprise Resource Planning available to Comark Corp.

(2)   What are capabilities of Enterprise Resource Planning due to which Comark Corp has installed Enterprise Resource Planning ?

4.   (a)   What is Outsourcing ? What are main reasons for Outsourcing? What are benefits of Outsourcing ?   **7**

(b)   Distinguish between Outsourcing and Offshore Outsourcing. What are risks associated with Outsourcing ? How do manage risks associated with Outsourcing ?   **7**

OR

A common way to solve Supply Chain problems,and especially to improve demand forecasting is sharing information along the supply chain. Such Information sharing is frequently referred to as the collaborative Supply Chain. Walmart and Procter & Gamble has incorporated Collaborative Planning Forecasting and Replenishment to resolve this Supply Chain problem.   **14**

(1)   Explain Collaborative Planning Forecasting and Replenishment approach is used by Walmart with Procter & Gamble.

(2)   Explain the objectives of Collaborative Planning Forecasting and Replenishment at Walmart.

(3)   Explain the model of Collaborative Planning Forecasting and Replenishment concept with an example.

5.   With the increased Cyber Attack we need to ensure the safety of sensitive data and for that we need reliable and convenient network. Now a days the companies adopt many IT management practices to ensure network security. Big companies like Infosys, TCS invest heavily on network security for safe, secure and reliable network that is available to operate upon ERS.   **14**

(1)   Explain levels of Network Security measures adopted by TCS.

(2)   Define War Driving in Network Security and the resulting risk out of it.

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