

Seat No. : _____

AJ-110

April-2025

Int., MBA, Sem.-X

Business and Technology

Time : 2:30 Hours]

[Max. Marks : 70

1. (a) How does the organization's IT infrastructure support its overall business performance management framework ? 7
- (b) How do organizations use information technology to improve individual and team efficiency, collaboration, and strategic choices ? 7
2. Read the passage below to answer. 14

“Rapid Retail” was a mid-sized online retailer specializing in trendy apparel and accessories. They experienced explosive growth in their initial years, driven by aggressive marketing and a keen understanding of their target demographic. However, as the market became more saturated and competition intensified, “Rapid Retail” began to see a concerning plateau in sales and a gradual erosion of profit margins. They relied heavily on basic sales reports and anecdotal evidence, which provided a fragmented and often delayed view of their operations. They were using basic spreadsheet programs for data analysis, and the data was often outdated when they received it. They had **no centralized database**, and different departments held their own data, and rarely shared it.

Questions :

- (i) Why there is need of Business Intelligence System in Rapid Retail ?
- (ii) Elaborate the functions performed by Business Intelligence at all levels of management at Rapid Retail.

OR

2. Read the passage below to answer.

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Kiddik Apparel is a mid-sized fashion retail company known for its fast turnaround of seasonal collections. With operations across several regions and a strong e-commerce presence, the company relies heavily on anticipating customer preferences and managing inventory efficiently. Its sales forecasts are based mainly on historical data and the intuition of senior merchandisers. **This reactive approach** worked for years, but as customer behaviour became more dynamic and competition intensified, the cracks began to show. Further compounding the issue, marketing campaigns were launched without any data-driven insights into customer segments or buying patterns, leading to poor engagement and wasted budgets.

Questions :

- (i) Identify the business intelligence tool could eradicate this.
- (ii) Design a basic framework for that tool suitable for Kiddik Apparel.

3. “InnovateTech” was a rapidly growing technology company specializing in AI-powered software solutions for the healthcare industry. They prided themselves on their cutting-edge research and development, attracting top talent and generating a wealth of innovative ideas. However, despite their groundbreaking work, “InnovateTech” struggled to translate its intellectual capital into tangible market value. The CEO, Alex, realized that “InnovateTech’s” intellectual assets were like an untapped goldmine. While they possessed a wealth of valuable knowledge, they lacked the systems and processes to effectively manage and leverage it. They needed a Knowledge Management System (KMS) to capture, organize, and disseminate their intellectual capital.

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Questions :

- (i) “How could InnovateTech implement a Knowledge Management System (KMS) to enhance its global operations ?”
- (ii) Describe how InnovateTech can leverage Knowledge Management System (KMS) to unlock and maximize the value of its intellectual assets, such as brand knowledge and proprietary formulas.

OR

3. Global Edge Consulting is a multinational management consulting firm with offices in over 15 countries. The company prides itself on delivering tailored solutions to clients across diverse industries, relying heavily on internal research, past project reports, white papers, templates, and expert insights. Knowledge assets are scattered across personal drives, emails, isolated SharePoint folders, and outdated intranet pages. As a result, employees spend a significant amount of time searching for relevant documents or unknowingly duplicate efforts already completed by other teams. Frustration among employees is growing as they struggle to access the knowledge needed to perform efficiently. New employees find it especially hard to learn from past projects, and senior consultants feel that their contributions are not being reused effectively. **14**

Questions :

- (i) What is an Enterprise Knowledge Portal(EKP) ? How does it function within a knowledge-driven organization ?
- (ii) How can the implementation of an EKP improve collaboration, productivity, and decision-making in such firms ?
4. (a) What are the core strengths that Google Cloud and Sales force bring to their strategic partnership ? **7**
- (b) How does the integration of Google Cloud's infrastructure and analytics with Sales force's CRM solutions benefit businesses ? **7**

OR

4. (a) What is the primary objective of a defense strategy in the context of IT security at EquiFax ? **7**
- (b) What are multi-layered approach considered essential in a robust defense strategy at Equifax ? Elaborate . **7**

5. Read the passage below to answer.

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Walmart, one of the world's largest retailers, partnered with Procter & Gamble (P&G), a global consumer goods manufacturer, to implement the **Collaborative Planning, Forecasting and Replenishment (CPFR)** strategy.

To improve supply chain efficiency, both companies began sharing real-time data, including point-of-sale (POS) data, inventory levels, sales forecasts, and promotional plans. Through CPFR, Walmart provided P&G with detailed sales data from its stores, while P&G used this information to better forecast demand and ensure timely replenishment of products such as detergents, diapers, and household goods. The collaboration reduced the frequency of stockouts, minimized excess inventory, and led to more accurate production planning at P&G. It also improved the service level at Walmart stores by ensuring products were available when and where customers needed them.

Questions :

- (i) How did CPFR help improve coordination between Walmart and P&G ?
 - (ii) In what ways did CPFR increase efficiency in their supply chain operations ?
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