

Seat No. : \_\_\_\_\_

**AB-128**

**April-2016**

**5<sup>th</sup> Year MBA Integrated**

**Business and Technology**

**Time : 3 Hours]**

**[Max. Marks : 100**

1. (a) Explain why business process management is a cyclical process. **10**  
(b) Discuss the Strategic initiatives for implementing competitive advantage. **10**

**OR**

- (b) Discuss how success of strategic initiative is measured.

2. (a) Discuss the various tasks solved by data mining and the technologies used for it. **10**  
(b) Enumerate the architecture and major components of data warehouse and explain in brief each component. **10**

3. (a) Describe and relate different characteristics of knowledge and explain why it is important to capture and manage knowledge. **10**  
(b) Discuss the knowledge management system in detail. **10**

**OR**

- (a) Explain the organizational knowledge hierarchy with examples. **10**  
(b) Enumerate and explain in detail the organizational knowledge processes. **10**

4. (a) What are the different implementation strategies ? Why is it important to select the right implementation strategy ? **10**  
(b) Discuss the role and importance of customer relationship management in today's business environment. **10**

**OR**

- (b) Discuss the pros and cons of making or buying the ERP package in the organization. **10**

5. (a) Explain the various types of IT collaboration systems. **10**  
(b) What are the various methods by which a computing facility is attacked and which defense strategy can be used to prevent these attacks ? **10**

**OR**

- (a) Explain "information partnership with other organization". **10**  
(b) Discuss the managerial issues relating to IT security. **10**

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