



PAZ-161100020312

Seat No. _____

M. B. A. (Sem. III) (CBCS) Examination

October / November - 2018

Technology & Business

Time : 3 Hours]

[Total Marks : 70

Instruction : All questions carry equal marks.

1 How personal productivity can be increased using IT ? Explain.

OR

1 Discuss how businesses can achieve success through Information Technology.

- 2 (a) What are the success factors for CRM ? Explain.
(b) What are the benefits and risk of ERP ?

OR

- 2 (a) Explain the factors driving supply chain management.
(b) What is outsourcing ? Write the benefits of outsourcing.

3 Explain infrastructure architecture in detail.

OR

3 Explain different types of E business models.

- 4 (a) What is Cloud computing ? Explain.
(b) What are common type of efficiency and effectiveness IT metrics ?

OR

- 4 (a) Explain three fundamental principles of object oriented technologies.
(b) Explain work flow management system and its features.

5 Write short notes on : (any two)

- (1) Collaborative partnership
(2) Content Management Systems
(3) Application Software
(4) Operational and Marketing CRM.