

Roll No



**PRESIDENCY UNIVERSITY  
BENGALURU**

**SET B**

**SCHOOL OF MANAGEMENT**

**END TERM EXAMINATION – MAY / JUNE 2024**

**Semester :** Semester II - 2023

**Date :** May 29, 2024

**Course Code :** MBA1018

**Time :** 09.30am to 12.30pm

**Course Name :** Technology Foundations for Business

**Max Marks :** 100

**Program :** MBA

**Weightage :** 50%

**Instructions:**

- (i) Read all questions carefully and answer accordingly.
- (ii) Question paper consists of 3 parts.
- (iii) Scientific and non-programmable calculator are permitted.
- (iv) Do not write any information on the question paper other than Roll Number.

**PART A**

**ANSWER ANY 10 QUESTIONS**

**10Q\* 3M =30M**

1. Explain the major and relevant technologies used in Industry today.  
(CO1) [Knowledge]
2. USE CASE is important in development of a Software Program. Explain the reasons.  
(CO2,CO3,CO1) [Knowledge]
3. Describe the important Software Project Artifacts.  
(CO3) [Knowledge]
4. What is the use and purpose of Database and Database System?  
(CO3,CO2) [Knowledge]
5. What are the key differences between Agile and Waterfall methodologies?  
(CO2,CO3) [Knowledge]
6. Write a short note on SDLC.  
(CO2,CO3) [Knowledge]
7. Draw the Strategic Business IT Alignment Triangle.  
(CO3) [Knowledge]
8. How does ATM : Anytime, Anywhere Manufacturing help in Business Applications  
(CO3,CO1,CO2) [Knowledge]
9. Describe any 3 Industry 4.0 components with relevant examples.  
(CO2,CO3) [Knowledge]
10. State at least 3 benefits of Agile Models.  
(CO3,CO2) [Knowledge]
11. Show the various components of Information System (IS) that support an organization.  
(CO3) [Knowledge]

12. List at least 3 types of Information Systems.

(CO3,CO2,CO1) [Knowledge]

## PART B

**ANSWER ANY 4 QUESTIONS**

**4Q\* 10M =40M**

13. The role of Project Manager is highly essential in Managing a Software Project. Explain the roles and responsibilities

(CO2) [Application]

14. Illustrate with a diagram the relation between ERP, CRM, SCM, Knowledge Management Systems. Who are the users of these systems and what is the role of ERP in the Organization?

(CO2,CO3) [Application]

15. Write a note on how technology has enabled quick commerce firms like Blinkit to grow rapidly. Give details of the IS systems involved.

(CO2,CO3) [Application]

16. Describe step by step the different phases of Software Development Life Cycle for software development. Explain in detail USE CASE, Project Scope, Software Testing, Software Prototype/Beta.

(CO1) [Application]

17. Demonstrate uses of Drones across at least 3 different industries.

(CO1,CO3,CO2) [Application]

18. Elaborate on the Supply Chain Life Cycle of an Ecommerce or a Logistics Company with a diagrammatic representation. Provide details on advanced technologies and how these can be used to manage costs.

(CO3,CO2,CO1) [Application]

## PART C

**ANSWER ALL THE QUESTIONS**

**2Q\* 15M =30M**

19. Write short notes on any four of the following:(

a) Software Estimation

(b) Technology business incubator

(c) list the advantages of CRM

(d) Technology capabilities of a firm

(e) Limitations, Assumptions and Dependencies in Software Projects

(CO2,CO3,CO1) [Analysis]

20. Analyze the relationship between business and technology of an IT or non IT firm and the impact on overall business performance of a firm with relevant examples.

(CO2,CO3,CO1) [Analysis]