

Roll No



**PRESIDENCY UNIVERSITY
BENGALURU**

SET A

**SCHOOL OF MANAGEMENT
END TERM EXAMINATION – MAY / JUNE 2024**

Semester : Semester II - 2023

Course Code : MBA1018

Course Name : Technology Foundations for Business

Program : MBA

Date : May 29, 2024

Time : 09.30am to 12.30pm

Max Marks : 100

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. List the key differences between Agile and Waterfall methodologies
(CO1) [Knowledge]
2. Elaborate on the Bull whip Effect in Supply Chain Management.
(CO2,CO3,CO1) [Knowledge]
3. Anytime, Anywhere Manufacturing (ATM) is disrupting manufacturing. Justify this with the help of a Business Applications.
(CO3) [Knowledge]
4. eCommerce is an everchanging industry and the apps associated are highly dynamic. Elaborate on the evolution of Ecommerce Delivery Apps
(CO3,CO2) [Knowledge]
5. eCommerce is an everchanging industry and the apps associated are highly dynamic. Justify the statement.
(CO2,CO3) [Knowledge]
6. Define what a Software Project Artifact is and list the important Software Project Artifacts.
(CO2,CO3) [Knowledge]
7. List at least 3 different SDLC Models. Also, identify the most popular ones among them.
(CO3) [Knowledge]
8. State how Augmented Reality and Virtual Reality technologies help online Businesses.
(CO3,CO1,CO2) [Knowledge]
9. IV ie. Independent Verification and V ie. Validation. How do IV & V together ensure software projects reduce errors / bugs.
(CO2,CO3) [Knowledge]

10. Explain the Bull whip Effect in Supply Chain Management. (CO2,CO3) [Knowledge]
11. Define ERP and explain how it is related to other functions inside an organization. (CO3) [Knowledge]
12. State the key advantages of Cloud Computing. (CO2,CO3,CO1) [Knowledge]

PART B

ANSWER ANY 4 QUESTIONS

4Q* 10M =40M

13. Differentiate between Management Information System (MIS) and Decision Support System (DSS). (CO2) [Application]
14. Artificial Intelligence (AI) and Machine Learning (ML) are rapidly changing the way of our daily life. With reference to this context, demonstrate the applications of AI and ML in any 3 industries. Provide specific examples. (CO3,CO2) [Application]
15. Explain the various types of Database Management Systems and what are the capabilities of any DBMS? (CO2,CO3) [Application]
16. What is ERD? Draw a high level ERD for an Educational Institute. (CO1) [Application]
17. The fundamental forces to harness and build the applications are as follows. How do companies remain on a competitive advantage over disruptive business models. Explain the key aspects listed below.
 a. Customers
 b. Competition
 c. Data
 d. Innovation
 e. Value (CO2,CO3,CO1) [Application]
18. Describe the Supply Chain Life Cycle of an Ecommerce or a Logistics Company with a diagrammatic representation. (CO2,CO3,CO1) [Application]

PART C

ANSWER ALL THE QUESTIONS

2Q* 15M =30M

19. Elaborate on any four of the below topics, how these are used in the Industry:
 (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. 1. Define Technology Management and examine the relationship between the role of technology and overall business strategies of a firm. Give examples of an IT organization or a non IT organization (CO1,CO3,CO2) [Analysis]