

S.D.E.

M.B.A. (I.T.) Sem-I (2013 Course) : WINTER - 2018
SUBJECT : INNOVATION & TECHNOLOGY MANAGEMENT

Day : Monday
Date : 03/12/2018

Time : 10.00 AM TO 1.00 PM
Max. Marks : 70

W-2018-4685

N.B.:

- 1) Attempt **ANY THREE** questions from Section – I and **ANY TWO** questions from Section – II.
- 2) Answers to both the sections should be written in the **SAME** answer book.
- 3) Figures to the right indicate **FULL** marks.

SECTION – I

- Q.1** What do you mean by Enterprise Resource Planning (ERP)? Discuss process of Enterprise Resource Planning implementation with suitable examples. [14]
- Q.2** What is Technology Assessment? Explain methodology of Technology Assessment. [14]
- Q.3** What do you understand by Technology Forecasting? Explain Delphi technique by citing examples. [14]
- Q.4** Discuss advanced business models on internet banking with suitable examples. [14]
- Q.5** Write short notes on **ANY TWO** of the following: [14]
- a) CRM Solutions
 - b) Concept of Business Process
 - c) Evolution of E-Commerce

SECTION – II

- Q.6** What is Supply Chain Management? Discuss Supply Chain Management Scenario in Indian products and markets, issues in selection and implementation of SCM solution. [14]
- Q.7** Discuss future and growth of E-Business with suitable examples. [14]
- Q.8** What are the Technological Indicators? Explain them by citing examples. [14]

* * * *