

Enrollment No./Seat No.:

GUJARAT TECHNOLOGICAL UNIVERSITY
MBA - SEMESTER - II EXAMINATION - SUMMER 2025

Subject Code: MB02000031

Date: 06-06-2025

Subject Name: Functions of Management-2

Time: 10:30 AM TO 01:30 PM

Total Marks: 70

Instructions

- 1. Attempt all questions.**
- 2. Make suitable assumptions wherever necessary.**
- 3. Figures to the right indicate full marks.**
- 4. USE of SIMPLE calculators AND non-programmable scientific calculators are permitted.**

	Marks
Q.1 ALL 7 Questions must be Compulsory.	14
(a) Differentiate between intranet and internet.	
(b) Define ERP.	
(c) Define dashboard.	
(d) Define Big Data.	
(e) Define Data Mining.	
(f) Define blockchain.	
(g) What is Firewall?	
Q.2 (a) Write a note on growth of IT sector in India.	07
(b) “E-Commerce companies like Amazon, need to re-work on logistics with the help of PERT and CPM methods assisted by integrated inbound and outbound software.” Elaborate your answer on this.	07
OR	
(b) Write a note on emerging technologies of cloud and mobile computing.	07
Q.3 (a) What is first line of defense for the security of information and Intellectual Property?	07
(b) Signify the importance of IT in the TQM (Total Quality Management) in a production plant.	07
OR	
(a) Define Operations Scheduling. Write down its objectives and types.	07
(b) Write a note on Aggregate Production Planning (APP).	07
Q.4 (a) Write a note on cyber security as a defense tool in the era of cyber war as a modern war fare to secure the intellectual property because any vulnerable IT system can be attacked by hackers.	07
(b) Write a note on Data Visualization. Which are different data visualization tools?	07

OR

- (a) What can be managerial challenges related to the use of information technology and systems in an organization and how organizations can overcome them? 07
- (b) Write a short note on product types, design and evaluation of design with sustainability. 07

Q.5 Walmart employs sophisticated predictive analytics to manage and optimize inventory across its extensive network of stores globally. This system uses historical sales data, weather predictions, and trending consumer behavior to forecast demand accurately. Walmart's approach allows for dynamic adjustment of stock levels, ensuring that each store has just the right amount of inventory. This reduces the cost associated with excess inventory and minimizes instances of stockouts, thereby enhancing customer satisfaction.

The integration of real-time data from various sources, including point-of-sale systems, online transactions, and external market dynamics, enables Walmart to respond swiftly to changing market conditions. This commitment to security helps reduce risks and strengthens consumer confidence and trust in the brand, which is essential for retaining customers and ensuring satisfaction in the competitive financial services market. By leveraging this data, Walmart can launch targeted promotions and adjust pricing strategically to maximize sales and profitability, showcasing the power of real-time analytics in retail operations.

- (a) How Data management assists Walmart for inventory management? 07
- (b) How ERP of a company like Walmart can be a helping tool to predict demand of specific products? 07

OR

- (a) How data management and ERP can help Walmart to serve the customers better? 07
- (b) What is the role of IT and data for the customer satisfaction of Walmart? 07
