

GUJARAT TECHNOLOGICAL UNIVERSITY
MBA(IB) – SEMESTER I – EXAMINATION – WINTER 2019

Subject Code: 1519307**Date: 02/01/2020****Subject Name: Information Technology and Global Business****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.

- Q.1** Definitions / terms / explanations / short questions based on concepts of theory/practical **14**
- (a) Define Information System
 - (b) Define Business Process
 - (c) Discuss Functions of Information System
 - (d) Explain the need of Information System for Global firm.
 - (e) Define Transaction Processing System
 - (f) Define Knowledge Management System
 - (g) Define CRM
- Q.2** (a) Define Database Management System and discuss how it solves the problem of a traditional File environment. **07**
- (b) Define a data warehouse, explaining how it works and how it benefits the organization. **07**
- OR**
- (b) Define Data mining, how it differs from OLAP and the types of information it provides. **07**
- Q.3** (a) Define E-commerce and describe unique features of e-commerce. **07**
- (b) How does internet change consumer and supplier relationship? **07**
- OR**
- Q.3** (a) Discuss various Business Models available in E-commerce market. **07**
- (b) Discuss how e-commerce transformed marketing? **07**
- Q.4** (a) What are the objectives of project Management and why is it so essential in developing information system. **07**
- (b) How can information systems support different global business strategies? **07**
- OR**
- Q.4** (a) What are the principal risk factors in information systems projects? **07**
- (b) Describe business strategies for global business and organizational structure. **07**

UPS competes globally with information technology

United parcel service (UPS) started out in 1907 in a closet –sized basement office. Jim Casey and Claude Ryan- two teenagers from Seattle with two bicycles and one phone- promised the “best service and lowest rates.” UPS has used this formula successfully for more than 90 years to become world’s largest ground and air package distribution company. It is a global enterprise with more than 425,000 employees, 93,000 vehicles, and the world’s ninth largest airline.

Today UPS delivers more than 15 million parcels and documents each day in the United States and more than 200 other countries and territories. The firm has been able to maintain leadership in small-package delivery services despite stiff competition from FedEx and Airborne Express by investing heavily in advanced information technology. UPS spends more than \$1 billion each year to maintain a high level customer service while keeping costs low and streamlining its overall operations.

It all starts with the scannable bar –coded label attached to the package, which contains detailed information about the sender, the destination, and when the package should arrive. Customers can download and print their own labels using special software provided by UPS or by accessing the UPS web site. Before the package is even picked up, information from the “smart” label is transmitted to one of the UPS’s computer centers in Mahwah, New Jersey, or Alpharetta, Georgia, and sent to the distribution center nearest its final destination. Dispatchers at this center download its label data and use special software to create the most efficient delivery route for each driver that considers traffic, weather conditions, and the location of each stop. UPS estimates its delivery trucks save 28 million miles and burn 3 million fewer gallons of fuel each year as a result of using this technology.

The first thing a UPS driver picks up each day is a handheld computer called a delivery information acquisition device (DIAD), which can access one of the wireless networks cell phones rely on. As soon as the driver logs on, his or her day’s route is downloaded onto the handheld. The DIAD also automatically captures customers’ signatures along with pickup and delivery information. Package tracking information is then transmitted to UPS’s computer network for storage and processing. From there, the information can be accessed worldwide to provide the proof of delivery to customers or to respond to customer queries. It usually takes less than 60 seconds from time a driver presses “complete” on a DIAD for the new information to be available on the web.

Through its automated package tracking system UPS can monitor and even re-route packages throughout the delivery process. At various points along from the sender to receiver, bar code devices scan shipping information on the package into the central computer. Customer service representatives are able to check the status of any package from desktop computers linked to central computers and respond immediately to inquiries from customers. UPS customers can also access this information from the company’s website using their own computers or wireless devices such as cellphones.

Anyone with a package to ship can access the UPS website to track packages, check delivery routes, calculate shipping rates, and determine time in transit, print labels and schedule a pick up. The data collected at the UPS website are transmitted to UPS central computer and then back to customer after processing. UPS also provides tools that enable customers, such as Cisco system, Embedded UPS functions, such as tracking and cost calculations, into their own websites so that they can track shipments without visiting the UPS sites.

UPS is now leveraging its decades of expertise managing its own global delivery network to manage logistics and supply chain activities from other companies. It create a UPS supply chain solution division that provides a complete bundle of standardize services to subscribing companies at a fraction of what it would cost to build their own systems and infrastructure. These services include supply chain design and management, freight forwarding, customs brokerage, mail services, multimodal transportation, and financial services, in addition to logistic services.

Hired hand technologies, a Bremen, Alabama based manufacturer of agriculture and horticulture equipment, uses UPS freight services not only to track shipments but also to build its weekly manufacturing plans. UPS provides up-to-the-minute information about exactly when parts are arriving within twenty seconds

- (a) **What technologies are used by UPS? How are these technologies related to UPS's business strategy?** 07
- (b) **What problems do UPS's information systems solve? What would happen if these systems were not available?** 07
- OR**
- Q.5** (a) **What kind of technology is talked in this case? Discuss how we can use it in logistic industry of our country.** 07
- (b) **Discuss How UPS has leveraged on its investment in New Technology?** 07
