

Seat No. _____

University of Pune
Department of Management Sciences (PUMBA)
Executive MBA
2nd Year (Semester – III) External Exam Nov. 2013
303(E)- Computing Environment & Technology

Time: 2hrs.

Marks: 50

Q 1: Based on the case study of Google vs Microsoft, answer two out of four questions (25 marks)

- a) Define and compare business models of Google and Microsoft
- b) Has internet taken over PC or desktop as center of action? Why or why not?
- c) What is the significance of Google Apps for its future?
- d) Which company will survive and emerge winner in this struggle according to you?

Q-2 Answer two out of four (25 marks)

- a) What are the learnings from this subject?
- c) How Big Data analytics is changing modern computing/IT?
- d) What is High Availability? As a Systems Manager, would High Availability influence your decision about choosing a computing environment?
- f) Comment on the benefits and drawbacks of BYOD