

**VPM's**  
**DR VN BRIMS, Thane**  
**Programme: MMS (2014-16)**  
**Third Semester (IT) Examination October 2015**

<b>Subject</b>	<b>Technology Platforms</b>		
<b>Roll No.</b>		<b>Marks</b>	<b>60 Marks</b>
<b>Total No. of Questions</b>	<b>7</b>	<b>Duration</b>	<b>3 Hours</b>
<b>Total No. of printed pages</b>	<b>2</b>	<b>Date</b>	<b>30.10.2015</b>

**Note: Q1 is compulsory and solve any FOUR from the remaining SIX questions.**

**Q1) 20 Marks (Compulsory)**

Read the following case carefully.

**Stone Korean Kitchen**

Co-founded last November by chef Terry Lin, and LinkedIn employees Robby Kwok and Dan Yoo, Stone Korean Kitchen aims to bring modern Korean cuisine to the Financial District in San Francisco. Mr. Yoo tells me that as soon as the restaurant launched, he started a presence on social media sites, including Twitter, Yelp, and Facebook. But the challenge of many small businesses with social media is driving traffic to the right social media channel rather than splitting it between various sites. Mr. Yoo says that interconnecting content between the various profiles has helped gain Twitter followers and Facebook fans. In a year, the restaurant's Twitter profile had 65 followers and its Facebook page had 107 fans. Many of these are repeat customers. For a small restaurant, it doesn't take that many loyal customers to keep the kitchen busy.

But what really tipped the scales for Mr. Yoo was Groupon. Mr. Yoo says that restaurant saw significant traction in both sales and traffic to its Yelp sites and Facebook page when the restaurant signed up for a Groupon deal in April, 2010. "Stone Korean Kitchen" sold 2600 groupons in one day, and saw a packed house for two months for both lunch and dinner. Now Mr. Yoo says that they see around 5 to 10 Groupons per day instead of 30 or 40 but the restaurant is still seeing a good number of repeat customers from the Groupon deal.

One effect of the Groupon deal, besides increased sales, was that there were a flux of Yelp reviews. It took the company six months to accumulate 80 reviews on Yelp and after the deal, the restaurant accumulated 90 reviews within three months.

Of course, since Mr. Yoo and Mr. Kwok are both LinkedIn employees (chef Lin manages the restaurant on a day-to-day basis), they put their heads together to figure out how they could use the professional social network to drive sales. With the ad targeting capabilities on LinkedIn, the restaurant started serving ads that target lawyers and bankers in the San Francisco area, as both industries are centralized in the financial district. They've noticed an increase in foot traffic and corporate catering requests as a result.

Based on the above case, answer the following questions in detail:

1. We rarely see a restaurant use social media for its marketing or overall business. Was there any need for 'Stone Korean Kitchen' to use social media? Why? (7 Marks)
2. They have used 'LinkedIn' as one of the mediums to promote & grow their business. Was this a good decision? Why? (7Marks)
3. Suppose, you own a specialty restaurant in India. Would you adopt some similar strategy to market your business? What other strategies (technologies) can you use to grow your business? (6 Marks)

**Attempt Any FOUR from the Remaining SIX Questions**

**Q2) Any two from (a) or (b) or (c) ————— (5x2) = 10 Marks**

- a) Name and explain different types of Mobile Operating Systems.

- b) What is computer Storage? What is its hierarchy? Write down the characteristics of storage.
- c) Write the difference between SAN & NAS.

**Q3) Any two from (a) or (b) or (c) ————— (5x2) = 10 Marks**

- a) What are SaaS, Paas, and IaaS? Explain with example.
- b) What is Operating System? What are the types of OS? Explain 5 important functions of an OS.
- c) Explain the terms Big Data & Big Data Analytics. Write their applications.

**Q4) Any two from (a) or (b) or (c) ————— (5x2) = 10 Marks**

- a) What is Data Mining? What can Data Mining do? Write 5 major elements of DM.
- b) What is BI? Write the common functions & applications of BI.
- c) What is a URL? Explain all elements of URL in detail.

**Q5) Any two from (a) or (b) or (c) ————— (5x2) = 10 Marks**

- a) What is Scripting Language? What are the advantages and disadvantages of it?
- b) What is e-commerce? What are the key trends in global market?
- c) Explain mobile computing and mobile cloud computing.

**Q6) Any two from (a) or (b) or (c) ————— (5x2) = 10 Marks**

- a) What is OTA synchronization? Explain with an application.
- b) Explain the term Artificial Intelligence with example and its application.
- c) Explain the term Augmented Reality with example and its applications.

**Q7) Any two from (a) or (b) or (c) ————— (5x2) = 10 Marks**

- a) Write in brief about: TCP, IP, FTP, HTTP, SMTP, POP3, IMAP.
- b) Explain buyer's perspective with respect to computer systems.
- c) Explain the term Digital Marketing.