Seat No.: _____   Enrolment No._____

GUJARAT TECHNOLOGICAL UNIVERSITY
MBA – SEMESTER 4 • EXAMINATION – SUMMER 2019

Subject Code: 2840402   **Date: 06/05/2019**
Subject Name: Strategic Information Technology Management
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 (a) Answer the following multiple choice questions: **06**

1. _____ is an organized portfolio of formal systems for obtaining processing and delivering information in support of the business operations and management of an organization.
    A. MIS   B. DSS
    C. GDSS   D. None of the above
2. EDI is an example of _____.
    A. Decision making   B. Boundary system
    C. Coordination   D. Modeling
3. A system is called_____ when the inputs, process and the outputs are known with certainty.
    A. Probabilistic   B. Open
    C. Close   D. Deterministic
4. EIS should offer the capability to _____into the data.
    A. Drill up   B. Drill diagonal
    C. Drill down   D. None of the above
5. Which of the following is a program that models the pattern recognition capabilities of the human brain?
    A. Expert system   B. AI system
    C. Neural network   D. None of the above
6. Identify the correct pair from the following :
    A. Windows — Operating System   B. Excel - Word Processing Software
    C. PDF- Image Processing Software   D. JPG- Music Converting Software

Q.1 (b) Define following terms briefly: **04**
    1. Intranet
    2. Cookie
    3. Firewall
    4. Spam

Q.1 (c) What do you mean by "Auction"? Briefly discuss types of Auction.   **04**

Q.2 (a) What are the different ways by which an IT manger can change the legacy system of an organization? Also discuss pros & cons of each way.   **07**

(b) Briefly explain meaning of "Database". Also discuss its importance in current industry scenario.　　**07**

OR

(b) Explain the tools available to the managers at different levels for controlling the organization.　　**07**

Q.3 **(a)** Write down short note on: IT investment opportunity Matrix　　**07**
(b) Discuss what will be the future technologies available in computer system industry? Discuss in detail.　　**07**

OR

Q.3 **(a)** "Networking is must for growing organization", discuss this statement. Also discuss types of different networks available in today's business environment.　　**07**
(b) Write down short note on: ERP & its benefits　　**07**

Q.4 **(a)** What is "Neural Network"? Discuss in detail with its management application.　　**07**
(b) What do you mean by "DSS"? Discuss types of DSS in detail.　　**07**

OR

Q.4 **(a)** What do you mean by E-commerce? Explain various models of E-commerce.　　**07**
(b) What do you mean by "T-Form" organization? Also discuss different kinds of T-form organization with its structure.　　**07**

Q.5 Suppose you are appointed as a CIO of "Compu World Corporation". Your duty is to implement new monitoring system for the employees. Discuss & draw how can you use "Kurt-Lewin's Change Model" in this situation? Also list down what kinds of road map you would prefer for implementation of "Change programme" in this regards.　　**14**

OR

Q.5 **Discuss the given case study with answers of following questions.**　　**14**

ABN Amro's Smart Step

ABN Amro the Netherlands' largest bank with a goal to be one of Europe's Top 5 banks underwent massive IT restructuring programs to consolidate their back off with a goal of saving $300 million per year. ABN had previously outsourced infrastructure and software maintenance and development, and hadn't been completely satisfied. With this round, the biggest change was that ABN Amro took a year to evaluate proposals and prepare, eventually choosing two vendors, IBM and Tata, with a mix of onshore and offshore delivery.

ABN felt that a two vendor strategy provided negotiating leverage. Additionally, the combination of onshore and offshore provided the right mix of business familiarity and technical expertise. Administration costs, obviously increase with two vendors, two sets of SLA's and contracts to manage.

ABN put significant effort into managing the employee transition approach, despite considerable staff cuts and transferring of employees to the vendor, ABN created a message that made sense for the retained IT organization. They

would have a better career and more interesting work in the post outsourced organization. ABN has realized substantial cost savings.

Questions:

(a) Evaluate case in terms of benefits those may be observed by ABN?

(b) If you are a manager of this firm how can you handle transition? Discuss.

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