GUJARAT TECHNOLOGICAL UNIVERSITY
MBA – SEMESTER - IV – EXAMINATION – SUMMER 2016

Subject Code: 2840402

Date: 0 7 / 0 5 / 2 0 1 6

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)**   **06**

1. The set of processes developed in an organization to create, gather, store, transfer, and apply knowledge, best describes:

A.	Organizational Learning	B.	Business Process Reengineering
C.	Knowledge Management	D.	Knowledge Asset

2. What is at the heart of any ERP system?

A.	Information	B.	Employees
C.	Customers	D.	Database

3. A data warehouse is which of the following?

A.	Contains numerous naming conventions and formats	B.	Organized around important subject areas
C.	Can be updated by end users	D.	Contains only current data

4. Which of the following systems helps you with making a decision about a non-structured problem?

A.	Artificial Intelligence	B.	Neural Network
C.	Genetic Algorithm	D.	Decision Support System

5. Most individuals are familiar with which form of e-commerce?

A.	B2C	B.	B2B
C.	C2B	D.	C2C

6. Which of the following is not a function of DBA?

A.	Routine Maintenance	B.	Schema Definition
C.	Network Maintenance	D.	Authorization for data access

Q.1	**(b)**	Define followings: 1) DSS 2) Knowledge Management 3) DBMS 4) LAN	**04**
	(c)	Differentiate between Wi-Fi and Bluetooth.	**04**
Q.2	**(a)**	Discuss positive and negative impact of an Information System (IS).	**07**
Q.2	**(b)**	What is the meaning of BPR? Explain the steps for its implementation.	**07**
		OR	
	(b)	Explain in brief, Data Warehousing and Data Mining.	**07**
Q.3	**(a)**	Explain advantages and disadvantages of Mobile commerce.	**07**

(b) Write a short note on "CRM". **07**

OR

Q.3	**(a)**	What do you mean by e-Commerce? Explain various models of e-Commerce.	**07**
	(b)	Is Ethics really important in implementation of IT in a company? Discuss with examples.	**07**
Q.4	**(a)**	Explain the advantages and disadvantages of Database Management System.	**07**
	(b)	Define ERP. Discuss evolution of ERP. Give some examples of ERP.	**07**

OR

Q.4	**(a)**	What are different types of Knowledge? How Knowledge Management is useful to an organization?	**07**
	(b)	What is Information privacy policy? Explain the various points that an organization should keep in mind to create information privacy policy.	**07**

Q.5 **14**

Terry Anderson is the CIO for Chicago Scientific, a company that manufactures and distributes scientific instruments for weather forecasting, among other products. Chicago Scientific makes a series of electronic recording barometers and thermometers. It also has a complete home weather station that includes instruments to tell wind direction and speed as well as humidity, air pressure, and temperature. The company sells through a number of outlets including a variety of catalogs, marine stores, and home centers.

Terry found a disorganized systems effort when he arrived, including a variety of PCs and a medium-sized computer. After a six-month study, Terry and a task force of managers decided that they should implement parts of an ERP system, and selected Oracle as the vendor. Chicago Scientific will start with Oracle financials, and then expand to some of the company's other ERP modules. He wants the first part of the implementation to go well so that everyone in the company will gain confidence in the strategy and package.

Terry has a number of concerns about the project, "In many respects implementing a package is more risky than a custom system. With a custom system we always tried to design what our users wanted, now they have to adapt to the package. Also, with a custom system, it took some time to do the design and implement it – with a package we are ready to go right away."

Questions:

1. How should Anderson and Chicago Scientific control the ERP implementation project?

2. What kinds of tools are available to assist a project manager with the kind of task?

3. How do you justify taking time and resources from the project in order to use a management tool?

OR

Q.5 **14**

In one study, David worked with a group of consultants to understand how groupware supported their activities. The consultants were supposed to use Lotus Notes to help manage knowledge developed on their projects. The consulting firm was large and wanted to have a knowledge base that recorded clients' experiences. When a new client approached the firm, the idea was that a consultant could search the knowledge base and find out whether any other consultants had worked on a similar engagement. Because the consulting firm is selling knowledge and expertise, having access to knowledge developed throughout the firm could

It turned out that the Notes application was not as successful as management had hoped. A lot of junior consultants did not use the system heavily, and they certainly did not use it to its potential. Although many factors affect how people use systems, David concluded that the firm rewarded consultants for individual success, but the Notes system benefited groups, not individuals. For a junior consultant, the system provided few benefits, and using it did not advance an individual's career.

Questions:

1. What kind of incentives do managers need to create for knowledge management systems to be successful?

2. How can one of these systems benefit those who are expected to contribute information as well as those who make use of the contributions?

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