

**GUJARAT TECHNOLOGICAL UNIVERSITY**  
**MBA – SEMESTER-IV • EXAMINATION – WINTER 2015**

**Subject Code: 2840402****Date: 03/12/2015****Subject Name: Strategic Information Technology Management****Time: 02.30 PM TO 05.30 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) What do you mean by “computer system”? Explain different types of computer system in brief. **07**  
(b) What do you mean by “T-Form” organization? Discuss different kinds of T-form organization with its structure & usage. **07**
- Q.2** (a) Write a short note on : Case Based Reasoning (CBR) **07**  
(b) Write down short note on: Kurt Levin’s Three stage change model **07**
- OR**
- (b) Write down short note on: IT investment opportunity matrix **07**
- Q.3** (a) How does an ERP system offer the potential for cost saving. **07**  
(b) What are the different types of tests by which one can find whether his/her final decision is ethical or not? **07**
- OR**
- Q.3** (a) What do you mean by “Legacy System”? What are the ways to change legacy system of any organizations? **07**  
(b) Explain what are the different kinds of control available at each & every stage in management hierarchy. **07**
- Q.4** (a) Write a short note on “CRM”. **07**  
(b) Briefly explain meaning of “Data Mining”. Also discuss its importance in current industry scenario. **07**
- OR**
- Q.4** (a) Write a short note on: Types of Networking **07**  
(b) What do you mean by “Auction”? Explain how physical auction is different from e-auction. Discuss various types of e-auction in detail. **07**
- Q.5** (a) Explain difference among followings: **07**  
1. Centralization vs. Decentralization  
2. Barcode vs. RFID  
(b) What do you mean by “GDSS”? Discuss importance of GDSS with an industry example. **07**
- OR**
- Q.5** (a) What do you mean by “Outsourcing”? Explain pros & cons of it in brief. **07**  
(b) “Technology has transformed no. of business in current days”. Are you agree with this statement? If yes, then explain with industry example. If no, justify your answer. **07**

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