Code: 14E00410

MBA IV Semester Supplementary Examinations May 2019
CORPORATE INFORMATION MANAGEMENT
(For students admitted in 2014 (LC), 2015 & 2016 only)

Time: 3 hours   Max. Marks: 60

All questions carry equal marks
*****
SECTION – A
(Answer the following: 05 X 10 = 50 Marks)

1   What do you understand by strategy analysis? Discuss the objectives of strategy analysis.
OR
2   Discuss the significance of technology analysis and also explain trajectories of technology.

3   How one should understand business networks? Discuss few emerging business networks models.
OR
4   Explain the procedure for designing hybrid governance models.

5   Discuss in detail about components of internetworking infrastructures.
OR
6   Explain the concept of managing IT services in detail.

7   Define outsourcing. Explain the significance of managing relationships with outsourcing agencies.
OR
8   Define Centralization. Discuss drivers towards centralized policy.

9   Define project management. Explain the stages in project management.
OR
10   Explain the role of R&D in technology development.

SECTION – B
(Compulsory question, 01 X 10 = 10 Marks)

11   **Case study:**
     Sigma software limited is engaged in providing software services, both In India and abroad. It has about 2,000 employees of which about ninety percent are computer professionals with continuous increase in sales volume, the company adds, about 120-150 computer professionals every year. For this purpose, the company visits the campuses of different universities and institutes offering computer courses.
     The performance of the students from different universities and institutes varies significantly because of differences in the academic attainment of these institutions. Because of this the company has to spend lot of time in training some new recruits. In order to solve these problems, the company wants to develop a data base comprising information about different academic institutions offering computer courses.
     The company seeks your advice regarding the following:
     Questions:
   (a) What types of information that should be stored in the data base?
   (b) How should it differentiate between different institutes?
   (c) What is your advice regarding training of the new recruits?