Seat No.: _____   Enrolment No._____

GUJARAT TECHNOLOGICAL UNIVERSITY

MBA - SEMESTER–IV • EXAMINATION – Summer 2018

Subject Code: 2840402   **Date: 30-05-2018**

Subject Name: Strategic Information Technology Management

Time: 02:30pm – 05:30pm   **Total Marks: 70**

Instructions:
1. Attempt all questions.
2. Make suitable assumptions wherever necessary.
3. Figures to the right indicate full marks.

1 (a)   i. Expertise and experience of organizational members that has not been   06
formally documented is known as:

A.	Knowledge sharing	B.	Tacit knowledge
C.	Explicit knowledge	D.	Organizational Learning

ii. CRM allows an organization to accomplish all of the following, except:

A.	Make call centers more efficient	B.	Provide better customer service
C.	Help sales staff close deals faster	D.	Complicate marketing & sales processes

iii. Which of these items is a major component of today's IT infrastructure?

A.	Data Management Technology	B.	Networking
C.	Technology Services	D.	All of the above

iv. The first phase of IT planning is called _____ planning

A.	Tactical	B.	Project
C.	Organisational	D.	Strategic

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

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

vi. Contemporary Information systems are interfacing with customers and suppliers using:

A. BPR	B. CRM
C. SCM	D. Both B and C

(b)   Define the following: 04
i. Business Process Management
Ii. Decision Support Systems
Iii. E-Commerce

Iv. Types of Network

(c) How does information technology help a business to gain competitive strategies? 04

2 (a) Explain the tools available to the managers at different levels for controlling the organization 07

(b) Briefly explain the major challenges faced by management regarding Adoption, implementation and maintenance of information system 07

OR

(b) Explaining the relationship between business strategy, information system strategy and IT strategy, explain how Information Technology can contribute to strategic objectives and competitive advantage of a firm. 07

3 (a) What are supply Chain Management (SCM) applications? Briefly explain the objectives and outcomes of implementing SCM software. 07

3 (b) Write detailed note on ERP with its components? Explain benefits of ERP. What are the problems in implementing ERP systems? 07

OR

3 (a) Define and explain CRM. List the major types of CRM and its uses. 07

3 (b) What are the important factors and managerial challenges that determine technology adoption and implementation in SME's and MSME's? 07

4 (a) What are the challenges associated with use of unstructured data in business 07

4 (b) Define Knowledge Management. How can the firm protect its knowledge and keep it from competitors 07

OR

4 (a) What are the ethical issues related to use of information technology 07

4 (b) What do you mean by "DSS"? Discuss various components of DSS in detail. 07

5 Pat Washington is chairperson of a new company that sells PC software for children, a combination of education and entertainment. The firm has experienced rapid growth and two of its products are best sellers. Being chairperson of a technology company, Pat wants to take advantage of mass market services such as America Online. While her products are aimed at children, adults purchase almost all of their software. 14

Pat is particularly fascinated by the Internet and the World Wide Web. She says, "There must be a way to establish closer rapport with our customers, adults who purchase and the children who use our products, through the Internet." Pat is unsure what to do. Alternatives range from setting up a home page and a product catalog on the World Wide Web to taking orders over the Net.

Questions:

1. What should Pat consider in her decision?

2. What are the pros and cons of the different alternatives?

3. How do the commercial services like America Online fit into her strategy?

OR

5   **Security Loopholes**   14

Utpal had just joined SystemX as Systems Manager. But he was a worried man looking at the current state of affairs at SystemX. As a part of assessing hardware and software requirements, it was found that out of the 364 desktops at the corporate office; more than half did not have their antivirus

software updated with recent virus signature files. Three - fourths had not changed the default e-mail password (it was the user name) and no one had installed OS patches. And one of its local mail servers seemed to be an open relay! For a fleeting moment, he wondered about the situation at the seven branch offices across the country.

SystemX used the Net extensively in dealing with its branches, customers and suppliers. Information like contract documents, marketing plans, Cheque and Draft numbers, bank account details and collection details were regularly transmitted by e-mail. Utpal's first thought was that he would recommend that SystemX bring in a security consultant. But the budget constraints meant that his recommendation was unlikely to find favour. He was beginning to feel a bit out of depth and was wondering what he should do to ensure that SystemX's data remained safe and secure.

Questions:

1. What security loopholes come to the fore in the situation described? How can these be plugged?

2. What is the importance of a "security budget" in the context of the given situation?

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