

Seat No.: _____

Enrolment No. _____

GUJARAT TECHNOLOGICAL UNIVERSITY
MBA - SEMESTER-IV • EXAMINATION – SUMMER • 2014

Subject Code: 2840402

Date: 26-05-2014

Subject Name: Strategic Information Technology Management

Time: 10.30 am - 13.30 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) Explain briefly the Importance of Technology and Innovation to Business and also explain how it can be transformed with Information Technology. **07**
(b) Explain the Importance of Information Systems in the Enterprise **07**
- Q.2** (a) Explain The Productivity Paradox: How will you assess the Value of Investing in IT **07**
(b) Explain the process of Structuring, Implementing and Managing the IT Function **07**
- OR**
- (b) Explain Management Control of Information Technology **07**
- Q.3** (a) Explain the Legal Environment consideration of Information Technology **07**
(b) Explain Computer system, The Database, Powerful Networks in brief **07**
- OR**
- Q.3** (a) Explain and differentiate between E-commerce and E-business **07**
(b) Explain CRM, SCM and ERP Enterprise Systems **07**
- Q.4** (a) Explain Decision Support System and Intelligent Systems in detail **07**
(b) Explain how Knowledge Management helps benefiting from Core Competencies **07**
- OR**
- Q.4** (a) Explain SRM, Enterprise Systems for SME's and MSME's **07**
(b) Explain Ethical Issues in Strategic Information Technology Management **07**
- Q.5** (a) Explain the Strategic Process of Management of Technology and Innovation **07**
(b) Explain different Technology stages for Innovation Planning **07**
- OR**
- Q.5** (a) Explain how you will plan the Acquisition of Technology **07**
(b) Explain how Technology helps in creating Learning Organizational Culture **07**
