Seat No.: _____   Enrolment No._____

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: 1. Centralization vs. Decentralization 2. Barcode vs. RFID	**07**
	(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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