

GUJARAT TECHNOLOGICAL UNIVERSITY

M.B.A -IVth SEMESTER-EXAMINATION – MAY- 2012

Subject code: 840403

Date: 23/05/2012

Subject Name: Strategic Information Technology Management (SITM)

Time: 10:30 am – 01:30 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) How does information technology help a business to gain competitive strategies? **07**
(b) What risks may occur because of lack of quality assurance in building a decision support system? **07**
- Q.2** (a) What is the impact of IT on organizations & business firms? **07**
(b) Identify major ethical threats posed by knowledge management. **07**
- OR**
- (b) What is Geographic Information System? Explain its importance in business environment. **07**
- Q.3** (a) What are the components of CRM? Explain each component in detail. **07**
(b) Explain in brief: **07**
(i) RFID
(ii) VPN
- OR**
- Q.3** (a) Explain with examples business value of telecommunication networks. **07**
(b) Explain in brief **07**
(i) Forward Auction & Reverse Auction
(ii) Brick-and-mortar-business & Click-and-mortar-business
- Q.4** (a) Discuss how an e-business is different form a traditional business. **07**
(b) State & explain the advantages and disadvantages of Database Management System. **07**
- OR**
- Q.4** (a) Differentiate between the following terms: **07**
(i) Data warehouse & Data mart
(ii) Intelligent terminal & Dumb terminal
(b) Define Intelligent System. Explain with example the scenarios where we can use these systems. **07**
- Q.5** (a) State and explain the benefits & risks of an ERP. **07**
(b) What is information privacy policy? Explain the various points that an organization should keep in mind to create information privacy policy. **07**
- OR**
- Q.5** (a) Explain how knowledge management is helpful in managing core competencies in an organization **07**
(b) What is the role & responsibilities of Chief Information officer? **07**
