

GUJARAT TECHNOLOGICAL UNIVERSITY

MBA - SEMESTER-IV • EXAMINATION – SUMMER • 2015

Subject Code: 2840402

Date: 13-05-2015

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)** Write down difference between followings: **07**
1. Wi-Fi vs. Bluetooth
2. MIS vs. DSS
- (b)** Briefly discuss positive & negative impact of an information system (IS). **07**
- Q.2 (a)** Explain the tools available to the managers at different levels for controlling the organization. **07**
- (b)** Identify and describe three major enterprise applications. **07**
- OR**
- (b)** “Networking is must for growing organization”, discuss this statement. Also discuss types of different networks available in today’s business environment. **07**
- Q.3 (a)** Discuss what will be the future technologies available in computer system industry? Discuss in detail. **07**
- (b)** What are the different ways by which an IT manger can change the legacy system of an organization? Also briefly discuss pros & cons of each way. **07**
- OR**
- Q.3 (a)** What do you mean by “DSS”? Discuss various components of DSS in detail. **07**
- (b)** Write a short note on: Merits & demerits of Outsourcing **07**
- Q.4 (a)** Write a short note on: Ethical guidelines for the IT professionals **07**
- (b)** Briefly explain meaning of “Database”? Also discuss its importance in current industry scenario. **07**
- OR**
- Q.4 (a)** Identify & discuss the major types of information systems that serve the main management groups within a business. What are the relationships among these systems? **07**
- (b)** Explain the “Neural Network” with its three layer diagram. **07**
- Q.5 (a)** Discuss difference among Data, Information, Knowledge & Wisdom. Also discuss types of knowledge with an example. **07**
- (b)** What do you mean by an “IS Plan”? Discuss various components of an IS plan. **07**
- OR**
- Q.5 (a)** Write short note on: e-commerce & its types **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**
