

Seat No.: _____

Enrolment No. _____

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

Subject Code: 2840402

Date: 28-11-2014

Subject Name: Strategic Information Technology Management

Time: 10:30am – 13:30pm

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) Explain in detail the key management decisions related to IT. **07**

- Q.2** (a) Write a short note on CRM. **07**
(b) Explain in brief, Data Warehousing & Data Mining. **07**

OR

- (b) What is Database? Discuss its importance in today's industry scenario. **07**

- Q.3** (a) Write a note on ERP. **07**
(b) Explain the Neural Network with its three layers diagram. **07**

OR

- Q.3** (a) Explain advantages and disadvantages of Mobile commerce. **07**
(b) What do you mean by e-Commerce? Explain various models of e-Commerce. **07**

- Q.4** (a) State & explain the advantages and disadvantages of Database Management System. **07**
(b) Explain various information systems which are used at the tactical level for the organization. **07**

OR

- Q.4** (a) Discuss how an e-business is different from a traditional business. **07**
(b) How does an ERP system offer the potential for cost saving? **07**

- Q.5** (a) Define Corporate Governance. Explain the Corporate Code of Ethics. **07**
(b) What is the role & responsibilities of Chief Information Officer? **07**

OR

- Q.5** (a) Define Knowledge Management. How can the firm protect its knowledge and keep it from competitors? **07**
(b) To what extent do security concerns inhibit e-commerce? What are some solutions? **07**
