

GUJARAT TECHNOLOGICAL UNIVERSITY

MBA - SEMESTER-IV • EXAMINATION-SUMMER • 2015

Subject code: 840403

Date: 18-05-2015

Subject Name: Strategic Information Technology Management (SITM)

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 role of Information Technology (IT) in transformation of organization. **07**
(b) What do you mean by Management Control System? How Information Technology is controlled by management in IT enable organization. **07**
- Q.2 (a)** Write a short note on tools and techniques for implementation of IT in organization. **07**
(b) What do you mean by computer system? Explain about various components of system. **07**
- OR**
- (b)** Explain relationship between Database and Information System. **07**
- Q.3 (a)** What do you mean by E-Business and E-Commerce? Distinguish between E-Business and E-Commerce. **07**
(b) Explain types of E-Commerce in detail with suitable example. **07**
- OR**
- Q.3 (a)** Explain: Why Enterprise Resource Planning (ERP) is considered as backbone of IT facilitated organization? **07**
(b) Write short note on Importance of Information Technology in effective Supply Chain Management (SCM). **07**
- Q.4 (a)** What do you mean by Decision Support System (DSS)? Explain components and classification of DSS applications. **07**
(b) Explain Knowledge Management system with its dimensions in context of Knowledge Spiral. **07**
- OR**
- Q.4 (a)** Explain: How IT facilitated firm survive more in throat cut competition in market? **07**
(b) Explain ethical dilemma and issues faced by manager in IT enable firm. **07**
- Q.5 (a)** What do you mean by Intelligent System (IS)? Explain role of IS in modern manufacturing. **07**
(b) "Expense behind IT is not a cost but it is an investment for future" Evaluate this sentence in context of the value of investing in IT. **07**
- OR**
- Q.5 (a)** What do you understand by Expert System (ES)? Explain role of ES in today's organization. **07**
(b) Define Enterprise Resource Planning (ERP). Explain need of ERP implementation in organization. **07**
