

M.E. First Semester (Computer Science & Information Technology) (New-CGS)

**13185 : Elective - I : Information Technology & Management : 1 RNME 5**

P. Pages : 1

**AU - 3436**

Time : Three Hours



Max. Marks : 80

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|-----------|----|---|---|
| 1.        | a) | What are the difficulties in implementing the IT strategy?  | 6 |
|           | b) | Discuss the different ways in which IT has revolutionized business.                                 | 7 |
| <b>OR</b> |    |   |   |
| 2.        | a) | What is strategy positioning? Explain in detail.  | 7 |
|           | b) | What is a strategic sequence?   | 6 |
| 3.        | a) | Explain the framework of IT management? In detail.  | 7 |
|           | b) | Explain the Risk management process in detail.  | 7 |
| <b>OR</b> |    |   |   |
| 4.        | a) | Explain technology management process in brief.   | 7 |
|           | b) | What are performance measures? Explain by using balance score- card method.                         | 7 |
| 5.        | a) | Explain the mapping between conventional business and E-business.                                   | 7 |
|           | b) | Explain e- strategy in detail.  | 6 |
| <b>OR</b> |    |   |   |
| 6.        | a) | Give the mapping between E-strategy, IT strategy and business strategy.                             | 7 |
|           | b) | Explain E-economy. State various features of E-commerce technology.                                 | 6 |
| 7.        | a) | Explain various components of knowledge management.   | 7 |
|           | b) | Discuss the role of IT in Non- IT companies.  | 6 |
| <b>OR</b> |    |   |   |
| 8.        | a) | Explain the role of knowledge workers in knowledge industry.  | 7 |
|           | b) | Discuss the various stages of IT life cycle.  | 6 |
| 9.        | a) | Explain the need for IT strategic plan. Explain how it is developed.                                | 7 |
|           | b) | What is supply chain management? Explain its contribution in overall production.                    | 7 |
| <b>OR</b> |    |   |   |
| 10.       | a) | What are the different initiatives for market leadership in IT strategy implementation.             | 7 |
|           | b) | Explain the role of IT strategy for gaining the competitive advantage.                              | 7 |
| 11.       | a) | Explain the role of IT strategy in developing a global strategy and building a global organization. | 7 |
|           | b) | Explain how to measure performance of an organization in a global environment.                      | 6 |
| <b>OR</b> |    |   |   |
| 12.       | a) | Briefly explain global product life cycle.  | 6 |
|           | b) | Explain various problems arises in mergers and acquisitions.  | 7 |

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