

M.E. Second Semester (Information Technology) (Full Time) (C.G.S.)
13429 : Information Technology Management : 2 NMEF 3

P. Pages : 2

Time : Three Hours



AW - 3479

Max. Marks : 80

- Notes :
1. Assume suitable data wherever necessary.
 2. Illustrate your answer necessary with the help of neat sketches.
 3. Use of pen Blue/Black ink/refill only for writing the answer book.

1. a) Explain in detail how IT helps in strategic positioning of a product. Give example. 7
b) What is a strategy? Explain strategy from a business perspective. 6

OR

2. a) Discuss the different aspects of IT Governance? 7
b) What are the different ways in which IT has revolutionized business. 6
3. a) What is an IT-balanced Score Card? 6
b) What is Implementation? What are the different factors that determine the success of implementation. 7

OR

4. a) Explain Technology Management Process life cycle. 7
b) What is the difference between IT governance and IT management. 6
5. a) Explain E-Strategy along with the nine dimensions of E-Strategy. 7
b) Give the mapping between E-Strategy, IT strategy and Business Strategy. 7

OR

6. a) What are the specific IT Strategic issues in IT product companies. 7
b) What is the difference between project and product companies. 7

OR

7. a) Discuss Technology Selection and learning methodologies in Non-IT companies. 7
b) Explain the role of IT as a business enabler in non-IT companies. 6

OR

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| 8. | a) | Discuss the role of knowledge management in IT Strategies for IT companies. | 7 |
| | b) | Explain various technical and nontechnical components of Knowledge Management. | 6 |
| 9. | a) | What is an IT-Business Measurement Matrix? Develop and IT-BMM for a manufacturing company. | 7 |
| | b) | Explain seven-force model for IT competitive Strategy. | 6 |

OR

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| 10. | a) | What is the role of IT in ERP? Develop an IT Strategy for an organization that wants to implement ERP. | 7 |
| | b) | What is CRM? Map IT Strategies for an organization with reference to CRM. | 6 |
| 11. | a) | What are the common problems encountered in M & A. | 7 |
| | b) | Explain the concepts of business and product flexibility and product standardization with one particular example elaborate how you would balance these two acts to survive in a global environment. | 7 |

OR

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| 12. | a) | What do you understand by the terms "merger" and "acquisition"? | 7 |
| | b) | Describe the internalization process. | 7 |
