

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

P. Pages : 1

Time : Three Hours



AU - 3310

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.

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|-----------|----|---|---|
| 1. | a) | Explain relationship between IT strategy, Business strategy and Marketing strategy to achieve business objective. | 7 |
| | b) | What is IT Strategy? | 6 |
| OR | | | |
| 2. | a) | Which factors may impact IT Strategy? Explain. | 7 |
| | b) | Explain design parameters to decide strategy. | 6 |
| 3. | a) | Which are the important strategic aspects of IT? | 8 |
| | b) | Explain the principles of the risk model. | 6 |
| OR | | | |
| 4. | a) | Explain models of IT Implementation. | 6 |
| | b) | How IT performance can be measured? Explain balanced score card. | 8 |
| 5. | a) | What is the impact of technology selection on product life cycle? | 7 |
| | b) | Explain E- business model and Give the details of B2C model. | 6 |
| OR | | | |
| 6. | a) | Explain strategy process for e - business. | 7 |
| | b) | Why is e - Commerce important? | 6 |
| 7. | a) | What is the role of CRM in an organization and explain various function? | 7 |
| | b) | What are the components of Knowledge Management? | 7 |
| OR | | | |
| 8. | a) | What are the specific IT strategic issues in non - IT companies? | 7 |
| | b) | Discuss IT strategies for KM in the BPO industry. | 7 |
| 9. | a) | What is knowledge process outsourcing? | 6 |
| | b) | What is the difference between IT strategy implementation and IT strategy execution? | 7 |
| OR | | | |
| 10. | a) | What is the role of IT in ERP? Develop an IT strategy for an organization that wants to implement ERP. | 7 |
| | b) | Explain the role of IT for gaining competitive advantage. | 6 |
| 11. | a) | How is the performance of an organization measured in a global environment? | 7 |
| | b) | Explain the strategy framework for M and A decisions. | 6 |
| OR | | | |
| 12. | a) | Explain the global IT strategic issues. | 6 |
| | b) | What is merger and explain its types? | 7 |
