

AQ-2782

Faculty of Engineering & Technology
M.E. Semester—II [Full Time] Information Technology (C.G.S.) Examination
INFORMATION TECHNOLOGY MANAGEMENT
Paper—2 NMEF 3

Time : Three Hours]

[Maximum Marks : 80

INSTRUCTIONS TO CANDIDATES

- (1) All questions carry marks as indicated.
- (2) Assume suitable data wherever necessary.
- (3) Illustrate your answers wherever necessary with the help of neat sketches.
- (4) Use pen of Blue/Black ink/refill only for writing the answer book.

1. (a) What are the design parameters required to decide the strategy ? 7
- (b) What are the different aspects of IT governance ? 6

OR

2. (a) Discuss the different ways in which IT has revolutionised business. 7
- (b) What is a strategic sequence ? 6
3. (a) What is IT implementation ? What are the various factors that determine the success of implementation ? 7
- (b) What is Risk Management Process ? 6

OR

4. (a) Explain how IT management helps an organisation to achieve its business objectives. 7
- (b) What is a Balanced Score Card ? Explain with an example. 6
5. (a) Give the mapping between E-strategy, IT strategy and Business strategy. 7
- (b) What is a chasm ? Explain the IT strategy to overcome the chasm. 7

OR

6. (a) What is the impact of technology selection on product life cycle ? 7
(b) What are the specific IT strategic issues in IT product companies ? 7
7. (a) What is the role of IT in supply chain management ? 7
(b) Explain the role of IT as a business enabler in non-IT companies. 6

OR

8. (a) What are the components of knowledge management ? 7
(b) What are the criteria for IT selection in non-IT companies ? 6
9. (a) Explain the need for an IT strategic plan. How is it developed ? 7
(b) What do you mean by knowledge process outsourcing ? 6

OR

10. (a) What is an IT-Business Measurement Matrix ? Develop an IT-BMM for a manufacturing company. 7
(b) Explain seven-force model for IT competitive strategy. 6
11. (a) What is Globalization ? What are its effects on IT strategy ? 7
(b) Describe the internationalisation process. 7

OR

12. (a) What do you understand by the terms 'merger' and 'acquisition' ? 7
(b) Discuss the role of IT strategy in developing a global strategy and building a global organisation. 7