Seat No.: _____ Enrolment No._____

GUJARAT TECHNOLOGICAL UNIVERSITY
MBA – SEMESTER 4 • EXAMINATION – SUMMER 2017

Subject Code: 2840402 **Date: 06/06/2017**
Subject Name: Strategic Information Technology Management
Time: 10.30 AM TO 01.30 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) Answer the following multiple choice questions: 06

1. The range of frequencies available for data transmission is known as
   A. Baud B. Bandwidth
   C. Bits D. Bytes
2. Which has the maximum capacity?
   A. Floppy disk B. CD
   C. DVD D. Blu ray disc
3. The instruction for starting the computer are housed on _____
   A. CD ROM B. RAM
   C. ROM D. Cache
4. What characteristic makes the internet so attractive?
   A. The 'secure' surroundings within which it is implemented B. The ability to provide an open, easy-to-use network
   C. It eliminates the need for firewalls D. You don't require a fast computer to use the internet
5. A firewall protect against _____
   A. Viruses B. Fire
   C. Unauthenticated interactive logins from the "outside" world D. None of the Above
6. A piece of icon or image on a web page associated with another webpage is called _____
   A. Hyperlink B. URL
   C. Plugin D. All of Above

Q.1 (b) Define following terms briefly: 04
1. Data mining
2. EDI
3. E-commerce
4. Spam

Q.1 (c) Briefly explain meaning of "Database". Also discuss its importance in the field of "UID Aadhar card" project. **04**

Q.2 (a) Explain the tools available to the managers at different levels for controlling the organization. **07**

(b) What do you mean by "T-Form" organization? Also discuss different kinds of T-form organization with its structure. **07**

OR

(b) State & explain the benefits & risks of an ERP. **07**

Q.3	**(a)**	Write down short note on: IT investment opportunity matrix	**07**
	(b)	What do you mean by "Auction"? Explain how physical auction is different from e-auction. Discuss various types of e-auction in detail.	**07**

OR

Q.3	**(a)**	What do you mean by "Computer System"? Explain different types of computer system prevailing in current environment.	**07**
	(b)	Discuss how following parameters are affected/violated by the use of information technology: 1. Privacy 2. Intellectual Property	**07**

Q.4	**(a)**	Explain the "Neural Network" with its three layers diagram.	**07**
	(b)	What are the components of CRM? Explain each component in detail.	**07**

OR

Q.4	**(a)**	What do you mean by Expert System? Explain it with its component set.	**07**
	(b)	Discuss what will be the future technologies available in computer system industry? Discuss in detail.	**07**

Q.5 **Discuss the case study with answers of following questions.** **14**

American Inks and Coatings (AIC)

AIC is the fastest growing ink company in the country today. AIC, headquartered in Sheridan, Arkansas, was started and designed to be the low cost producer of the highest quality, most consistent ink and coatings product available for the packaging industry.

Due to bandwidth requirements and heritage infrastructure, American Inks and Coatings (AIC) had been operating with the assistance of an IT department based nearly 1,200 miles from their home office. Utilizing three customized software systems, they routinely ran into communication breakdowns between the systems. This prevented inventory transactions from being processed, or as they were known internally, suspended batches. The remotely located IT project manager spent most of his time fixing these suspended batches that resulted in AIC waiting for the IT project manager to research, fix, and release each suspended batch before issuing invoices, shipping sales orders, and updating accounting.

This process was particularly complicated because AIC used five servers to process inventory transactions and sometimes experienced up to 60 suspended batches in a week. "Had our IT project manager ever been hospitalized for even a week, our entire computer process would have stopped," Raeke says. "Without him there to release suspended batches, we would have been back to notepads, pencils, and calculators."

After five years spent struggling and paying to establish and maintain communication between disparate software systems, American Inks and Coatings started searching for a better way to manage its business processes. Among the company's most viable options was purchasing a fully integrated ERP solution.

Questions:

(a) According to you how ERP can be beneficial to AIC? Discuss.

(b) Discuss which modules AIC need to purchase in ERP? And also explain challenges of an ERP.

OR

Q.5 Discuss the case study with answers of following questions. 14

Alumni Database

The Dean - Mr. Stephen Jacob of the "**Nexter**" business school wishes to create a "family" consisting of its graduates and corporations that have been staunch supporters of the School of Management. Finding the existing database inadequate in terms of providing him with the information he needs to achieve his goal, he wishes to develop a new alumni database for the college. He wants the new database to capture all relevant information on alumni of the college and the corporate supporters of the college. To build a long-term relationship with alumni, he wishes to keep track of all alumni from each functional area (e.g., Acctg, Fin, Mkt, etc.) of the college, where they work (or have worked in the past), and any donations that they have made to the college. Similarly, for corporate supporters, the database must capture all relevant information on donations made by each corporation.

Upon further interviews with the Dean, he has indicated the following specific requirements for designing of database:

- A report that displays alumni information for a specified area for a particular year (e.g., 2009 graduates). The report should list, for the specified area and year of graduation, each alumnus's name, e-mail address, the degree earned (e.g., BBA, PGDBM, MBA, Ph.D., etc.), work phone number, and home phone number. Note that a similar report could be required for any area and any graduating year.
- For a specified city (e.g., Houston), a report listing all alumni who live in that city. The report will display the name of the city, and for each alumnus in that city, their name, home address, email address, work phone, and home phone.
- A report listing all corporate donors who have donated a total amount greater than $25,000. The report will be sorted in descending order of the total donated amount.
- A report that displays all donations made to a particular G/L (General Ledger) account. The ID of the donor, as well as the date and amount of the donation must be displayed.
- A report listing all alumni working for a particular company (e.g., NORTEL). This report must also display the date an individual joined the company, as well as, their job title and salary.
- A report that displays the employment history for a particular alumnus. The report must show, for each employer that alumnus has worked for, the employer name, the most recent job title the alumnus had with that employer company (e.g., Vice-President), the date the alumnus joined the company, and the date the alumnus left the company (if applicable).

Questions:

(a) According to you what benefits business school will get after implementation of new improved version of "Alumni Database"?

(b) What security factors you will consider while designing & implementing this kind of database?

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