GUJARAT TECHNOLOGICAL UNIVERSITY MBA - SEMESTER-IV • EXAMINATION – SUMMER • 2015

| Subject Code: 2840402 Date: 13-05-2015 Subject Name: Strategic Information Technology Management Time: 10.30 am - 13.30 pm Time: 10.30 am - 13.30 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) | Write down difference between followings:1. Wi-Fi vs. Bluetooth2. MIS vs. DSS | 07 |
| | (b) | Briefly discuss positive & negative impact of an information system (IS). | 07 |
| Q.2 | (a) | Explain the tools available to the managers at different levels for controlling the organization. | 07 |
| | (b) | Identify and describe three major enterprise applications. OR | 07 |
| | (b) | "Networking is must for growing organization", discuss this statement. Also discuss types of different networks available in today's business environment. | 07 |
| Q.3 | (a) | Discuss what will be the future technologies available in computer system industry? Discuss in detail. | 07 |
| | (b) | What are the different ways by which an IT manger can change the legacy system of an organization? Also briefly discuss pros & cons of each way. OR | 07 |
| Q.3 | (a) (b) | What do you mean by "DSS"? Discuss various components of DSS in detail. Write a short note on: Merits & demerits of Outsourcing | 07 07 |
| Q.4 | (a) (b) | Write a short note on: Ethical guidelines for the IT professionals Briefly explain meaning of "Database"? Also discuss its importance in current industry scenario. | 07 07 |
| Q.4 | (a) | Identify & discuss the major types of information systems that serve the main management groups within a business. What are the relationships among these systems? | 07 |
| | (b) | Explain the "Neural Network" with its three layer diagram. | 07 |
| Q.5 | (a) | Discuss difference among Data, Information, Knowledge & Wisdom. Also discuss types of knowledge with an example. | 07 |
| | (b) | What do you mean by an "IS Plan"? Discuss various components of an IS plan. OR | 07 |
| Q.5 | (a) (b) | Write short note on: e-commerce & its types "Technology has transformed no. of business in current days". Are you agree with this statement? If yes, then explain with industry example. If no, justify your answer. | 07 07 |
