Seat No.:	Enrolment No.

## **GUJARAT TECHNOLOGICAL UNIVERSITY**

Date: 18-05-2015

MBA - SEMESTER-IV • EXAMINATION-SUMMER • 2015

Subject code: 840403

Ti	•	Name: Strategic Information Technology Management (SITM) 10.30 am - 13.30 pm Total Marks: 70 ons:	
	2.	Attempt all questions.  Make suitable assumptions wherever necessary.  Figures to the right indicate full marks.	
Q.1	(a) (b)	Explain role of Information Technology (IT) in transformation of organization. What do you mean by Management Control System? How Information Technology is controlled by management in IT enable organization.	07 07
Q.2	(a)	Write a short note on tools and techniques for implementation of IT in	07
	<b>(b)</b>	organization.  What do you mean by computer system? Explain about various components of system.	07
	(b)	OR Explain relationship between Database and Information System.	07
	<b>(b)</b>	·	
Q.3	(a)	What do you mean by E-Business and E-Commerce? Distinguish between E-Business and E-Commerce.	07
	<b>(b)</b>	Explain types of E-Commerce in detail with suitable example.  OR	07
Q.3	(a)	Explain: Why Enterprise Resource Planning (ERP) is considered as backbone of	07
	<b>(b)</b>	IT facilitated organization? Write short note on Importance of Information Technology in effective Supply Chain Management (SCM).	07
Q.4	(a)	What do you mean by Decision Support System (DSS)? Explain components and classification of DSS applications.	07
	<b>(b)</b>	Explain Knowledge Management system with its dimensions in context of Knowledge Spiral.	07
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Q.4	(a)	Explain: How IT facilitated firm survive more in throat cut competition in market?	07
	<b>(b)</b>	Explain ethical dilemma and issues faced by manager in IT enable firm.	07
Q.5	(a)	What do you mean by Intelligent System (IS)? Explain role of IS in modern manufacturing.	07
	<b>(b)</b>	"Expense behind IT is not a cost but it is an investment for future" Evaluate this sentence in context of the value of investing in IT.  OR	07
Q.5	(a)	What do you understand by Expert System (ES)? Explain role of ES in today's organization.	07
	<b>(b)</b>	Define Enterprise Resource Planning (ERP). Explain need of ERP implementation in organization.	07

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