Enrolment No.	Seat No.:
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## GUJARAT TECHNOLOGICAL UNIVERSITY M.B.A -IV<sup>th</sup> SEMESTER-EXAMINATION – MAY- 2012

Subject code: 840403 Date: 23/05/2012				
_		lame: Strategic Information Technology Management (SITM) 30 am – 01:30 pm	70	
Instr		<u>-</u>	. 0	
2.	Mal	empt all questions. Se suitable assumptions wherever necessary. The sto the right indicate full marks.		
Q.1	(a)	How does information technology help a business to gain competitive strategies?	07	
	<b>(b)</b>	What risks may occur because of lack of quality assurance in building a decision support system?	07	
Q.2	(a)	What is the impact of IT on organizations & business firms?	07	
	<b>(b)</b>	Identify major ethical threats posed by knowledge management.  OR	07	
	<b>(b)</b>	What is Geographic Information System? Explain its importance in business environment.	07	
Q.3	(a)	What are the components of CRM? Explain each component in detail.	07	
	<b>(b)</b>	Explain in brief:  (i) RFID  (ii) VPN	07	
0.0		OR	٥.	
Q.3	(a) (b)	Explain with examples business value of telecommunication networks.  Explain in brief	07 07	
	(6)	(i) Forward Auction & Reverse Auction (ii) Brick-and-mortar-business & Click-and-mortar-business	07	
Q.4	(a)	Discuss how an e-business is different form a traditional business.	07	
	<b>(b)</b>	State & explain the advantages and disadvantages of Database Management System.	07	
Q.4	(a)	OR Differentiate between the following terms:	07	
<b>Q.</b> 4	(a)	(i) Data warehouse & Data mart (ii) Intelligent terminal & Dumb terminal	U7	
	<b>(b)</b>	Define Intelligent System. Explain with example the scenarios where we can use these systems.	07	
Q.5	(a)	State and explain the benefits & risks of an ERP.	07	
	<b>(b)</b>	What is information privacy policy? Explain the various points that an organization should keep in mind to create information privacy policy.  OR		
Q.5	(a)	Explain how knowledge management is helpful in managing core	07	
	(b)	competencies in an organization What is the role & responsibilities of Chief Information officer?	07	

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