Seat No.: _____ Enrolment No._____

GUJARAT TECHNOLOGICAL UNIVERSITY

MBA - SEMESTER–IV • EXAMINATION – WINTER • 2014

Subject Code: 2840402 **Date: 28-11-2014**

Subject Name: Strategic Information Technology Management

Time: 10:30am – 13:30pm **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)**	How does information technology help a business to gain competitive strategies?	**07**
	(b)	Explain in detail the key management decisions related to IT.	**07**
Q.2	**(a)**	Write a short note on CRM.	**07**
	(b)	Explain in brief, Data Warehousing & Data Mining.	**07**
		OR	
	(b)	What is Database? Discuss its importance in today's industry scenario.	**07**
Q.3	**(a)**	Write a note on ERP.	**07**
	(b)	Explain the Neural Network with its three layers diagram.	**07**
		OR	
Q.3	**(a)**	Explain advantages and disadvantages of Mobile commerce.	**07**
	(b)	What do you mean by e-Commerce? Explain various models of e-Commerce.	**07**
Q.4	**(a)**	State & explain the advantages and disadvantages of Database Management System.	**07**
	(b)	Explain various information systems which are used at the tactical level for the organization.	**07**
		OR	
Q.4	**(a)**	Discuss how an e-business is different from a traditional business.	**07**
	(b)	How does an ERP system offer the potential for cost saving?	**07**
Q.5	**(a)**	Define Corporate Governance. Explain the Corporate Code of Ethics.	**07**
	(b)	What is the role & responsibilities of Chief Information Officer?	**07**
		OR	
Q.5	**(a)**	Define Knowledge Management. How can the firm protect its knowledge and keep it from competitors?	**07**
	(b)	To what extent do security concerns inhibit e-commerce? What are some solutions?	**07**

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