

Seat No.: _____

Enrolment No. _____

GUJARAT TECHNOLOGICAL UNIVERSITY

M. E. Sem. – IInd - Examination – June/July- 2011

Subject code: 1722305

Subject Name: Strategy and Management

Date: 27/06/2011

Time: 10:30 am – 01:00 pm

Total Marks: 70

Instructions:

- 1. Attempt all questions.**
- 2. Make suitable assumptions wherever necessary.**
- 3. Figures to the right indicate full marks.**

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|------------|-----------|--|----------|
| Q-1 | a) | What are the constituents of an IT strategy? | 7 |
| | b) | What are the challenges and inhibitors of IT and business strategy alignment? | 7 |
| Q-2 | a) | What are the importances and constituents of resource planning exercise in strategic IT plan? | 7 |
| | b) | Why should enterprise IT architecture be defined? What are the advantages of defining EITA? What are its constituents and typical contents? | 7 |
| | | OR | |
| | b) | How will you ensure a right balance between the functional and non-functional requirement during the COST package selection process? Explain, with suitable graphs and theoretical research, the framework and parameters for package selection. | 7 |
| Q-3 | a) | Why do we need technology management strategy for IT? What is the technology management strategy and architectural framework for IT? | 7 |
| | b) | What are the various types of PMO and how you will measure the maturity of PMO? Explain the concepts citing Bruce and Laura research study. | 7 |
| | | OR | |
| Q-3 | a) | Trace the origin of TOGAF and its content. Do you think that open standards are the future standards and will have less problems in adoption? | 7 |
| | b) | What are the possible strategies of application portfolio management? | 7 |
| Q-4 | a) | Write a short note on the following:
(a) Service level management
(b) Financial management for IT services
(c) Capacity management
(d) IT service continuity management
(e) Availability management
(f) Security management | 7 |
| | b) | What are the variants outsourcings? Explain the advantages and disadvantages of each one of them. | 7 |

OR

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|------------|-----------|---|----------|
| Q-4 | a) | How can we measure and realize IT service management advantage? | 7 |
| | b) | What are the imperatives, motivation and need for IT outsourcing? | 7 |
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| Q-5 | a) | How will you define and measure ROI for IT investments? | 7 |
| | b) | What are the three change target layers? | 7 |
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| <p>OR</p> | | | |
| Q-5 | a) | How do we communicate and market the business benefits emanating from IT? | 7 |
| | b) | What are the barriers of change and how they are managed? | 7 |
