Seat No.:	Enrolment No.

## **GUJARAT TECHNOLOGICAL UNIVERSITY** ME -SEMESTER-II • EXAMINATION - SUMMER 2015

Date: 14/05/2015

Subject Code:1722305 **Subject Name:IT Strategy and Management** Time: 02.30pm-05.00pm Total Marks: 70 **Instructions:** 1. Attempt all questions. 2. Make suitable assumptions wherever necessary. 3. Figures to the right indicate full marks. Q.1 What are the constituents of an IT strategy? 07 (a) **(b)** Enumerate and explain some of the prominent best practices for achieving 07 good SITP. What is alignment? Write inhibitors of business and IT strategy alignment. 0.2 (a) 07 Why do we need technology management strategy for IT? What is the 07 (b) technology management strategy and architectural framework for IT? OR What are the challenges and opportunities for shaping up business strategy (b) 07 ofRutima? Explain this with examples. Q.3 Explain business benefits in terms of communicating and marketing. **07** (a) What are the variants outsourcings? Explain the advantages and disadvantages 07 (b) of each one of them. OR Q.3 What are the barriers of change and how they are managed? 07 (a) What is Service Level Management (SLM)? Explain five main terms associated **(b)** 07 with SLM. List critical success factors for SLM. 07 0.4 What are the differences between program and project management? List them on the basis of communication management, financialmanagement, Technology management, Resource management, Riskmanagement management? Explain implementation stages for IT service management process using 07 ITILframework. OR What are the typical contents of SITP? 07 **Q.4** (a) **(b)** Write a short note on BEST-OF-BREED Consortium approach. 07 Q.5 What do you mean by 3-D framework for business-IT alignment? Explain. 07 (a) (b) What do you understand by business strategy? How the 5P% of 07 Henrymintzberg theory is interrelated with each other to define businessstrategy? OR Requirement engineering is common challenge 0.5 for both COTS 07 andDevelopment. How? What is the need of setting up PMO? According to Bruce and Lara, what are the 07 different maturity stages of PMO? Explain them with thehelp of suitable diagram.