Seat No.: _____ Enrolment No._____

GUJARAT TECHNOLOGICAL UNIVERSITY

M.E –IIst SEMESTER–EXAMINATION – JULY- 2012

Subject code: 1722305 **Date: 10/07/2012**

Subject Name: IT Strategy and Management

Time: 10:30 am – 13:00 pm **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)**	Why does a firm need to have IT application strategy? What is the need to develop applications or select an off the shelf COTS packages?	**07**
	(b)	What is information technology infrastructure library(ITIL)? How does it help in adopting best practices for IT service management?	**07**
Q.2	**(a)**	What is business strategy? How IT is gaining importance in formulating and implementing it? Explain this importance with examples from real life case studies.	**07**
	(b)	What are the barriers of change and how they are managed?	**07**
		OR	
	(b)	Why do we need technology management strategy for IT? What is the technology management strategy and architectural framework for IT?	**07**
Q.3	**(a)**	Why should a PMO be set up? What are its advantages and disadvantages? Explain it with the theoretical research.	**07**
	(b)	Enumerate and explain some of the prominent best practices for achieving good SITP.	**07**
		OR	
Q.3	**(a)**	What are the typical contents of SITP?	
	(b)	Why should expertise IT architecture be defined? What are the advantages of defining EITA? What are its constituents and typical contents?	
Q.4	**(a)**	What are the imperatives, motivation and need for IT outsourcing?	**07**
	(b)	What is the three-D framework for business and IT alignment?	**07**
		OR	
Q.4	**(a)**	What are the outsourcing risks and how they can be minimized?	**07**
	(b)	What is the need of having a program management office? What is the need to have a strategic view for projects, program and portfolio management?	**07**
Q.5	**(a)**	What are the critical factors for the IT benefits realization, and how do we measure benefits from IT?	**07**
	(b)	What are the challenges and opportunities for shaping up business strategy of Rutima? Explain this with examples.	**07**
		OR	
Q.5	**(a)**	How do we communicate and market the business benefits emanating from IT?	**07**
	(b)	How can we measure and realize IT service management advantage?	**07**