GUJARAT TECHNOLOGICAL UNIVERSITY
M. E. - SEMESTER – II • EXAMINATION – WINTER • 2014

Subject code: 1722305   **Date: 04-12-2014**
Subject Name: IT Strategy and Management
Time: 02:30 pm - 05:00 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)**	What is business-IT alignment? What are the different levels of business and IT alignment? Explain.	**07**
	(b)	List out steps of COTS package selection life cycle. Explain its second step in details.	**07**
Q.2	**(a)**	What do you mean by 3-D framework for business-IT alignment? Explain it in details.	**07**
	(b)	What are the constituents of an IT strategy?	**07**
		OR	
	(b)	What are the barriers of change and how they are managed?	**07**
Q.3	**(a)**	Explain implementation stages for IT service management process using ITIL framework.	**07**
	(b)	Write a short note on variants of outsourcing.	**07**
		OR	
Q.3	**(a)**	Write critical factors for the IT benefits realization.	**07**
	(b)	What do you mean by COTS? What are the different steps for developing IT application strategy process? Explain.	**07**
Q.4	**(a)**	What is outsourcing? What are the major drivers for outsourcing? What are the two factors which affects the growth of IT Sourcing?	**07**
	(b)	What is Project Scope Management? What are the different project scope management processes?	**07**
		OR	
Q.4	**(a)**	What are the different factors which help in getting success with Outsourcing?	**07**
	(b)	What are the outsourcing risks and how they can be minimized?	**07**
Q.5	**(a)**	What is infusion and diffusion? Write best practices for achieving good SITP.	**07**
	(b)	Write critical factors for the IT benefits realization.	**07**
		OR	
Q.5	**(a)**	Explain change management issues of SITP development and implementation.	**07**
	(b)	Explain business benefits in terms of communicating and marketing.	**07**

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