

Seat No.: \_\_\_\_\_

Enrolment No. \_\_\_\_\_

**GUJARAT TECHNOLOGICAL UNIVERSITY**  
**MBA - SEMESTER-IV • EXAMINATION – SUMMER • 2014**

**Subject Code: 2840402**

**Date: 26-05-2014**

**Subject Name: Strategic Information Technology Management**

**Time: 10.30 am - 13.30 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) Explain briefly the Importance of Technology and Innovation to Business and also explain how it can be transformed with Information Technology. **07**  
(b) Explain the Importance of Information Systems in the Enterprise **07**
- Q.2** (a) Explain The Productivity Paradox: How will you assess the Value of Investing in IT **07**  
(b) Explain the process of Structuring, Implementing and Managing the IT Function **07**
- OR**
- (b) Explain Management Control of Information Technology **07**
- Q.3** (a) Explain the Legal Environment consideration of Information Technology **07**  
(b) Explain Computer system, The Database, Powerful Networks in brief **07**
- OR**
- Q.3** (a) Explain and differentiate between E-commerce and E-business **07**  
(b) Explain CRM, SCM and ERP Enterprise Systems **07**
- Q.4** (a) Explain Decision Support System and Intelligent Systems in detail **07**  
(b) Explain how Knowledge Management helps benefiting from Core Competencies **07**
- OR**
- Q.4** (a) Explain SRM, Enterprise Systems for SME's and MSME's **07**  
(b) Explain Ethical Issues in Strategic Information Technology Management **07**
- Q.5** (a) Explain the Strategic Process of Management of Technology and Innovation **07**  
(b) Explain different Technology stages for Innovation Planning **07**
- OR**
- Q.5** (a) Explain how you will plan the Acquisition of Technology **07**  
(b) Explain how Technology helps in creating Learning Organizational Culture **07**

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