

**M.B.A. (IT) SEM- IV (2012 COURSE)(CHOICE BASED CREDIT
SYSTEM) : SUMMER - 2018
SUBJECT: INFORMATION SYSTEM STRATEGIES**

Day : **Tuesday**
Date : **08/05/2018**

S-2018-1968

Time: **02.00 PM TO 05.00 PM**
Max. Marks: 100.

N.B.:

- 1) Attempt any **FOUR** questions from Section-I and attempt any **TWO** questions from Section-II.
 - 2) Both the section should be written in **SEPARATE** answer books.
 - 3) Figures to the **RIGHT** indicate full marks.
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SECTION-I

- Q.1** Explain how Information Technology can be used to give a firm competitive advantage. (15)
- Q.2** What is business process reengineering? Why is it necessary? Give the impact of Information Technology on business process reengineering in an organization. (15)
- Q.3** What is Information Technology Planning? Why is it necessary? How it is related to strategic planning within an organization. (15)
- Q.4** Explain any two Information Technology evaluation techniques with their advantages disadvantages. (15)
- Q.5** Explain various advantages and disadvantages as well as challenges of deploying Information Technology on global scale. (15)
- Q.6** Write short notes on any **TWO** of the following: (15)
- a) Information Technology Resources
 - b) Value chain model
 - c) Benefits of Information Technology deployment

SECTION-II

- Q.7** As an Information Technology expert justify the following with suitable example. (20)
- a) "Information Technology adds value to existing product and services."
 - b) "Reengineering of business process is difficult but it is the need of today's business."
- Q.8**
- a) Describe various organizational issues to control Information Technology activities. (10)
 - b) Explain the reasons for centralize Information Technology Management. (10)
- Q.9** Having spent considerable time firing back staff, consolidating servers and storage equipment, rendering servers storage equipment, renegotiating vendor contracts and conducting selective outsourcing, CIOs are struggling to find new ways to reduce costs while still developing and implementing the new or improved business systems their companies need. In their quest to come up with even more ways to keep lid on costs, dauntless IT leaders are exploring everything from barter agreements with vendors to reselling services and joining purchasing consortiums for volume price discounts on equipment. At amazon.com, CIO Rick Dalzell followed the following strategies: (20)
- Embrace open source
Recognize when you have to spend to save
Help your partners help you
Use a tight budget as an excuse to get creative
- Questions:**
- a) What are the business benefits and limitations of Rick Dalzell's strategies?
 - b) Why are business houses finding it difficult to keep costs down in spite of the fact that technology getting cheaper?

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