

**M.B.A. (IT) SEM- IV (2012 COURSE)(CHOICE BASED
CREDIT SYSTEM) : WINTER - 2017
SUBJECT : INFORMATION SYSTEM STRATEGIES
(Marketing Management)**

Day : **Saturday**
Date : **18/11/2017**

W-2017-1852

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

N.B.

- 1) Attempt any **FOUR** questions from Section – I and any **TWO** questions from Section – II.
- 2) Figures to the right indicate **FULL** marks.
- 3) Answers to both the sections should be written in the **SAME** answer book.

SECTION – I

- Q.1** Explain the significance of generic strategies and value chain model in formulating the strategies for Information Systems. **(15)**
- Q.2** Why does it become necessary to redesign the business processes? Present your view point. **(15)**
- Q.3** Compare and contrast the commonly used Information Technology Planning Approaches. **(15)**
- Q.4** Explain the concept and the application of service level agreement monitoring. **(15)**
- Q.5** Write short notes on any **TWO** of the following: **(15)**
- a) Supply Chain Efficiency
 - b) Global Information Technology
 - c) Communication Tools

SECTION – II

- Q.6** a) Explain the benefits of networked Information Technology infrastructure in business. **(10)**
- b) Give the composition of business process reengineering team. **(10)**
- Q.7** a) As a Information technology expert identify various technical resources used to implement Information Technology at global scale. Also mention the function of each resource used in it. **(10)**
- b) Explain the challenges faced by organization while conducting Information Technology Planning. **(10)**
- Q.8** Jack has a hair dressing chain of 50 saloons in 20 small towns. There is a manager in each saloon, all reporting to Jack at his main saloon where the headquarter is located, with up to date information systems are managed from there by the Chief Information Officer and Team. Here the main functions (HR, Operations, Marketing and Finance) for the business are done, each team lead by its own manager, with data supplied from all the saloons. Each saloon has about 10 employees who are hair dressers, receptionist and cleaners all grouped in teams at their saloon. Their leaders report to the saloon managers. All saloon staff work over a 6 days week whether they work full or part time. Using Portor's five forces show how information resources can be used strategically in Jack's business. **(20)**

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