4th Semester Regular/Back Examination: 2023-24
SUBJECT: STRATEGIC MANAGEMENT OF IT
BRANCH(S): GM,MBA
Time: 3 Hour
Max Marks: 100
Q.Code: P249
Answer Question No.1 (Part-1) which is compulsory, any eight from Part-II and any two from Part-III.
The figures in the right hand margin indicate marks.

Part-I

Q1	**Answer the following questions:**	(2 x 10)

a) What are the levels of strategy formulation?
b) What is meant by Top-down approach of planning for IT strategy?
c) What is meant by Value Chain analysis for service industries?
d) What are some prominent drivers behind transformation?
e) What are critical success factors of IT strategy
f) What is the objective behind Strategic Information System (SIS)?
g) What is the role of IT in Business Process Re-engineering?
h) How is the concept of Software as a Service beneficial to customers and to service providers?
i) Briefly describe amajor example of digital disruptions in our day-to-day commercial activity.
j) What is the basic difference in IT strategy for an E-Commerce business and that for a traditional business?

Part-II

Q2	**Only Focused-Short Answer Type Questions- (Answer Any Eight out of Twelve)**	(6 × 8)

a) Describe the IT investment opportunity matrix and its relevance.
b) Explain the utility of Cloud Computing for strategic IT in business organizations.
c) Explain the implications of the drivers behind transformation in organizational process with relevant examples.
d) How important is the role of CTO for visionary approach in IT strategy of any business organization?
e) Explain the extensive use of IT systems in Education and Training industry in India in the recent past in context of IT strategies.
f) Explain the utility of AI system strategic management of IT for OTT platforms.

g) Discuss about the major obstacles faced while applying Information Systems in a real life business organization.

h) Explain organizational movements around the Strategic Grid. How it is to be useful for the organization?

i) What are the major differences in planning for strategic IT applications for an existing organizationas compared to that for a new organization?

j) Explain the strategic implication of IT at the Decision Support System level with examples.

k) What role does Data Resource play in an organization to become more competitive? Explain in light of strategic management of IT.

l) Explain how business analytics is an important differentiator in strategic IT between two competitors.

Part-III
Only Long Answer Type Questions (Answer Any Two out of Four)

Q3 As per future scenarios of IT, state and explain your viewpoint with specific roadmap considering possible impact of crypto-currency in planning for IT strategies in business organizations. **(16)**

Q4 How are AI based apps compelling business organizations to re-orient and transform their visioning of the IT strategies? Explain and support with examples. **(16)**

Q5 How the following sectors in India benefited from use of IT. **(16)**
 i) Health Care (Hospitals, Pharmaceutical etc.)
ii) Retail (FMCG, Lifestyle luxury etc.)

Q6 "IT systems are steadily becoming the backbone of every business process". Debate the pros and cons of the statement, citing examples from various sectors. **(16)**