4ᵗʰ Semester Regular / Back Examination: 2022-23
SUBJECT:STRATEGIC MANAGEMENT OF IT
BRANCH(S): MBA,GM
Time: 3 Hour
Max Marks : 100
Q.Code: M517
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 is meant by formulation of strategy in IT?

b) What is Top-down approaches to planning for strategic IT applications?

c) What is the objective behind Value Chain Analysis approach?

d) Why is it necessary to have clarity on IT Critical Success Factors?

e) What is the importance of future scenarios in IT Strategy?

f) Why is Inter-organisational system (IOS) related to strategic management of IT?

g) What is meant by organisational movements around the Strategic Grid?

h) What are the implications of IT drivers?

i) What is the purpose of doing Business Process Reengineering?

j) Give examples of digital disruptions you have encountered in some activities.

Part-II

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

a) Elaborate on IT investment opportunity matrix. Furnish related examples to explain.

b) Explain the relevant aspects of Expert System for an organisation in healthcare industry in the context of Information systems.

c) Explain the importance and significance of Data Resource for strategic IT systems. Substantiate with industry examples of any sector.

d) Explain the difference in approach towards strategic IT systems in an existing organization and that for a new organization being setup.

e) Explain digital disruptions in terms of impact on end users, with industry examples.

f) Explain the utility of AI system in business organisation.

g) How has the tourism and hospitality sector benefitted from IT system? Furnish examples to explain the advantages.

h) What is meant by Value Chain Analysis for service industries? Explain with relevance to India scenario.

i) What are the major obstacles faced while applying Information Systems in real life business organization, with some examples?

j) How is Strategic Grid useful to determine the strategic relevance of IT/IS to the organization?

k) Explain the implications of the drivers behind a transformation in organizational process.

l) What is meant by Inter-Organizational Systems (IOS) from the perspective of IT strategy? Elaborate with some examples.

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

Q3 In view of the recent Covid-19 scenario, discuss in detail the changes that occurred in managing IT by various organizations. Explain with industry examples. **(16)**

Q4 Explain how AI and Cloud Computing are contributing in strategic management of IT in business organizations. Furnish sufficient real life industry examples. **(16)**

Q5 Explain the extensive use of IT systems in Education and Training industry in India in the recent past with sufficient examples. Also touch upon its disadvantages. **(16)**

Q6 Prepare an IT strategy formulation plan for an imaginary new organization (choose any sector of your liking) covering as much details in terms of levels and formulation of strategy concepts you learnt. Give examples to substantiate your plan. **(16)**