Seat No.: _____   Enrolment No._____

GUJARAT TECHNOLOGICAL UNIVERSITY
M.B.A. Sem - IV Examination May 2011
Subject code: 840403
Subject Name: Strategic Information Technology Management

Date:24/05/2011   Time: 02.30 pm – 05.30 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)**	List and explain the various IT variables which are required for designing the organizations.	**07**
	(b)	Explain the following in brief: (1) PDA (2) Mobile Computing	**07**
Q.2	**(a)**	Write a short note on "E-commerce Client-Server Configuration".	**07**
	(b)	Write a short note on "CRM".	**07**
		OR	
	(b)	Explain the way a genetic algorithm functions. What is the underlying model for this approach to intelligent systems?	**07**
Q.3	**(a)**	Explain the "Neural Network: with its three layers diagram.	**07**
	(b)	Define "corporate governance". Explain the corporate codes of ethics.	**07**
		OR	
Q.3	**(a)**	Explain the tools available to the managers at different levels for controlling the organization.	**07**
	(b)	What kind of knowledge do workers on the factory floor possess?	**07**
Q.4	**(a)**	Explain the various information systems which are used at the tactical level for the organization.	**07**
	(b)	Write a short note on "Ethical guidelines for the IT professionals".	**07**
		OR	
Q.4	**(a)**	What do you mean by E-Commerce? Explain various models of E-commerce.	**07**
	(b)	Justify the following statement: "The company FedEx uses an information technology as a most important strategic resource".	**07**
Q.5	**(a)**	How does an ERP system offer the potential for cost saving?	**07**
	(b)	How people interpret Information effectively? Enlist the characteristics of Information.	**07**
		OR	
Q.5	**(a)**	What do you mean by Expert System? Explain it with its component set.	**07**
	(b)	What are the advantages and disadvantages of a cellular phone as an internet access device?	**07**

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