

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: **07**
(1) PDA
(2) Mobile Computing

- 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**
