

GUJARAT TECHNOLOGICAL UNIVERSITY**M.E –IIst SEMESTER–EXAMINATION – JULY- 2012****Subject code: 1722305****Date: 10/07/2012****Subject Name: IT Strategy and Management****Time: 10:30 am – 13:00 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) Why does a firm need to have IT application strategy? What is the need to develop applications or select an off the shelf COTS packages? **07**

(b) What is information technology infrastructure library(ITIL)? How does it help in adopting best practices for IT service management? **07**

Q.2 (a) What is business strategy? How IT is gaining importance in formulating and implementing it? Explain this importance with examples from real life case studies. **07**

(b) What are the barriers of change and how they are managed? **07**

OR

(b) Why do we need technology management strategy for IT? What is the technology management strategy and architectural framework for IT? **07**

Q.3 (a) Why should a PMO be set up? What are its advantages and disadvantages? Explain it with the theoretical research. **07**

(b) Enumerate and explain some of the prominent best practices for achieving good SITP. **07**

OR

Q.3 (a) What are the typical contents of SITP? **07**

(b) Why should expertise IT architecture be defined? What are the advantages of defining EITA? What are its constituents and typical contents? **07**

Q.4 (a) What are the imperatives, motivation and need for IT outsourcing? **07**

(b) What is the three-D framework for business and IT alignment? **07**

OR

Q.4 (a) What are the outsourcing risks and how they can be minimized? **07**

(b) What is the need of having a program management office? What is the need to have a strategic view for projects, program and portfolio management? **07**

Q.5 (a) What are the critical factors for the IT benefits realization, and how do we measure benefits from IT? **07**

(b) What are the challenges and opportunities for shaping up business strategy of Rutima? Explain this with examples. **07**

OR

Q.5 (a) How do we communicate and market the business benefits emanating from IT? **07**

(b) How can we measure and realize IT service management advantage? **07**