Seat No.: ________ Enrolment No.______________

GUJARAT TECHNOLOGICAL UNIVERSITY

M. E. - SEMESTER – II • EXAMINATION – WINTER • 2013

Subject code: 1722305 **Date: 31-12-2013**

Subject Name: IT Strategy and Management

Time: 10.30 am – 01.00 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)**	What are the constituents of an IT strategy?	**07**
	(b)	What are the barriers of change and how they are managed?	**07**
Q.2	**(a)**	What is business-IT alignment? What are the different levels of business and IT alignment? Explain.	**07**
	(b)	What do you mean by 3-D framework for business-IT alignment? Explain.	**07**
		OR	
	(b)	What are the different perspectives for achieving business-IT alignment? Explain all in detail	**07**
Q.3	**(a)**	What do you mean by COTS? What are the different steps for developing IT application strategy process? Explain	**07**
	(b)	How will you ensure a right balance between the functional and nonfunctional requirement during the COTS package selection process? Explain with suitable graphs and theoretical research, the framework and parameters for package selection.	**07**
		OR	
Q.3	**(a)**	What is information technology infrastructure library(ITIL)? How does it help in adopting best practices for IT service management?	**07**
	(b)	Why should enterprise 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 variants outsourcings? Explain the advantages and disadvantages of each one of them.	**07**
	(b)	What are the possible strategies of application portfolio management?	**07**
		OR	
Q.4	**(a)**	Enumerate and explain some of the prominent best practices for achieving good SITP	**07**
	(b)	What are the outsourcing risks and how they can be minimized?	**07**
Q.5	**(a)**	What are the challenges and opportunities for shaping up business strategy of Rutima? Explain this with examples	**07**
	(b)	How will you define and measure ROI for IT investments?	**07**
		OR	
Q.5	**(a)**	What are the different types of IT outsourcing? Also list and make brief note on the different variants for outsourcing?	**07**
	(b)	What is the need of setting up PMO? According to Bruce and Laura what are the different maturity stages of PMO? Explain them with the help of suitable diagram	**07**

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