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Total Number of Pages: 02



Course: MBA
Sub_Code: 18MBA401E

4th Semester Regular/Batch Examination: 2023-24
SUBJECT: STRATEGIC MANAGEMENT OF IT
BRANCH(S): GM, MBA

Time: 3 Hour
Max Marks: 100
Q.Code: P249

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

(2 x 10)

Q1 Answer the following questions:

- What are the levels of strategy formulation?
- What is meant by Top-down approach of planning for IT strategy?
- What is meant by Value Chain analysis for service industries?
- What are some prominent drivers behind transformation?
- What are critical success factors of IT strategy?
- What is the objective behind Strategic Information System (SIS)?
- What is the role of IT in Business Process Re-engineering?
- How is the concept of Software as a Service beneficial to customers and to service providers?
- Briefly describe a major example of digital disruptions in our day-to-day commercial activity.
- What is the basic difference in IT strategy for an E-Commerce business and that for a traditional business?

Part-II

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

- Describe the IT investment opportunity matrix and its relevance.
- Explain the utility of Cloud Computing for strategic IT in business organizations.
- Explain the implications of the drivers behind transformation in organizational process with relevant examples.
- How important is the role of CTO for visionary approach in IT strategy of any business organization?
- Explain the extensive use of IT systems in Education and Training industry in India in the recent past in context of IT strategies.
- Explain the utility of AI system strategic management of IT for OTT platforms.

- g) Discuss about the major obstacles faced while applying Information Systems in a real life business organization.
- h) Explain organizational movements around the Strategic Grid. How it is to be useful for the organization?
- i) What are the major differences in planning for strategic IT applications for an existing organizations compared to that for a new organization?
- j) Explain the strategic implication of IT at the Decision Support System level with examples.
- k) What role does Data Resource play in an organization to become more competitive? Explain in light of strategic management of IT.
- l) Explain how business analytics is an important differentiator in strategic IT between two competitors.

Part-III

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

- Q3 As per future scenarios of IT, state and explain your viewpoint with specific roadmap considering possible impact of crypto-currency in planning for IT strategies in business organizations. (16)
- Q4 How are AI based apps compelling business organizations to re-orient and transform their visioning of the IT strategies? Explain and support with examples. (16)
- Q5 How the following sectors in India benefited from use of IT. (16)
 - i) Health Care (Hospitals, Pharmaceutical etc.)
 - ii) Retail (FMCG, Lifestyle luxury etc.)
- Q6 "IT systems are steadily becoming the backbone of every business process". Debate the pros and cons of the statement, citing examples from various sectors. (16)

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Course: MBA
Sub_Code: 18MBA403E

4th Semester Regular/Back Examination: 2023-24

SUBJECT: Managing Software Projects

BRANCH(S): GM, MBA

Time: 3 Hour

Max Marks: 100

QP.Code : P146

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 the difference in a Software Project vs. Other Projects?
- b) What is the objective of software project management?
- c) What are some ways of categorizing software projects?
- d) What is the role of Management Control?
- e) What is the essence of Project Portfolio management?
- f) What is meant by Stepwise Project Planning?
- g) What is meant by stakeholders in a software project?
- h) What is software proto-typing?
- i) What is CBA Technique?
- j) What is the need of doing Risk evaluation?

Part-II

Q2 Only Focused-Short Answer Type Questions- (Answer Any Eight out of Twelve)

(6 x 8)

- a) What is the purpose of doing effort estimation in software projects?
- b) Discuss the aspects considered for identifying the risks in software project development.
- c) Elaborate on various aspects covered under aids to programme management.
- d) Why do we do "Build or Buy" decision in selection of appropriate project?
- e) Explain what is meant by Programme Management.
- f) Explain the importance of proper resource allocation for effective programme management. Give relevant example.
- g) Explain how evaluation of individual projects is carried out.
- h) Explain software prototyping and state its advantages. Substantiate with suitable example.
- i) State a few reasons for which software project may fail.
- j) Explain software effort estimation in terms of the basis and techniques.

- k) Explain the Waterfall model with its pros and cons.
- l) In the context of "structure vs. speed of delivery", explain how to select a process model. Substantiate with practical examples.

Part-III

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

- Q3 Explain the software effort estimation techniques used for different types of projects. (16)
- Q4 Explain in details the critical success factors or aspects that should be addressed in Strategic Programme Management. Give suitable examples to show its relevance. (16)
- Q5 Describe the Spiral model in details with appropriate example in the context of software project. (16)
- Q6 How is evaluation of individual project done? Support with examples to explain properly. (16)