

Roll No. 

--	--	--	--	--	--	--	--	--	--	--

Total No. of Pages: 02

Total No. of Questions: 10

**MBA (Sem. – 4)**  
**STRATEGIC MANAGEMENT OF IT**

**Subject Code: MBA-946-18**

**M Code: 78028**

**Date of Examination : 07-01-2023**

**Time: 3 Hrs.**

**Max. Marks: 60**

**INSTRUCTIONS TO CANDIDATES:**

1. **SECTION-A** is **COMPULSORY** consisting of **EIGHT** questions carrying **TWO** marks each.
2. **SECTIONS-B** consists of **FOUR** Sub-sections : Units-I, II, III & IV. Student has to attempt any **ONE** question from each Sub-section carrying **EIGHT** marks each.
3. **SECTION-C** is **COMPULSORY** carrying **TWELVE** marks.

**SECTION-A**

1. Write briefly:
  - a) Top-down approach
  - b) Strategic V/S Planning
  - c) Organisational system
  - d) Strategic management Policy
  - e) Risks of using IT
  - f) Diversification of Strategies
  - g) IT Transformation
  - h) Value Chain Model

**SECTION-B**

**UNIT-I**

2. Discuss the process for strategic management approaches and planning for strategic IT applications. What are the factors playing pivotal role in it?
3. Discuss the role of IT and IS in Business. What is Executive Support System?

**UNIT-II**

4. Describe the concept of value chain analysis. What are the competitive advantage of it to the business?

5. Explain the approach to IS/IT strategy formulation. Discuss the linkages and interrelationships for strategic management.

### **UNIT-III**

6. What is Inter-organisational system and highlight the opportunities in strategic IT applications?
7. Comment on this statement while justifying your comment "IT has played a turning role in the business transformation".

### **UNIT-IV**

8. Critically comment on the Visioning of the strategic role of IT in the organisation.
9. Highlight the different factors influencing the business organisations to shift to digital and AI transformations.

### **SECTION-C**

10. The director of information systems of a major engineering firm is pondering whether to break apart and totally reconfigure his computer operations centre. At present, a single large computer supports the company's batch and online systems. Workloads are quite erratic and in the past year long response time delays on the online systems, combined with batch schedules, have put him under considerable pressure to provide more responsive service.

Questions:

- a) Suggest several alternative hardware configurations and evaluate them in terms of both overall efficiency and responsiveness to user needs.
- b) What other actions might be taken to improve responsiveness to user needs without reconfiguring the hardware?

**NOTE : Disclosure of Identity by writing Mobile No. or Marking of passing request on any paper of Answer Sheet will lead to UMC against the Student.**