

Total No. of Pages 03

Roll No.

THIRD SEMESTER

EMBA (Odd)

END SEMESTER EXAMINATION February -2019

EMBA-303 Information Technology Management

Time: 3:00 Hours

Max. Marks : 60

Note: Answer ALL questions. All questions carry equal marks.
Assume suitable missing data, if any.

Q.1[a] Attempt any TWO of the following [3+3]

- i. A firm's revenue model describes how the firm will earn revenue, generate profits, and produce a superior return on investment. Evaluate the E-commerce revenue models.
- ii. Elaborate E-commerce framework.
- iii. Define E-governance and elaborate using suitable examples.

[b] XYZ-Mobile has launched aggressive campaigns to attract customers with lower mobile phone prices, and it has added to its customer base. However, management wants to know if there are other ways of luring and keeping customers. Are customers concerned about the level of customer service, uneven network coverage, or data plans? How can the company use information systems to help find the answer? What management decisions could be made using information from these systems? [6]

Q.2[a] Attempt any TWO of the following [3+3]

- i. Examine the latest trends in computer hardware and software platforms.
- ii. Define Cloud computing and provide details of cloud services.
- iii. Elaborate using suitable examples the model used to analyse the direct and indirect costs to help firms determine the actual cost of specific technology implementations.

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-27-

[b] Gifty is an online e-tailer for handmade gifts. Customers can purchase either via its Web site or via a mobile app. Prepare a security analysis for this Internet-based business. What kinds of threats should it anticipate? What would be their impact on the business? What steps can it take to prevent damage to its Web sites and continuing operations? [6]

Q.3[a] Attempt any TWO of the following [3+3]

- i. Discuss the role of organisation levels and organization culture in the development of information systems.
- ii. Explain the types of Computer-Based Information Systems (CBISs).
- iii. Describe the business impact of cloud computing, mobile platform and Internet of Things.

[b] ABC is a small family hardware store in Delhi, India. The owners must use every square foot of store space as profitably as possible. They have never kept detailed inventory or sales records. As soon as a shipment of goods arrives, the items are immediately placed on store shelves. Invoices from suppliers are only kept for tax purposes. When an item is sold, the item number and price are rung up at the cash register. The owners use their own judgement in identifying items that need to be reordered. What is the business impact of this situation? How could information systems help the owners run their business? What data should these systems capture? What decisions could the system improve? [6]

Q.4[a] Attempt any TWO of the following [3+3]

- i. It has been said that the advantage that leading-edge retailers such as Dell and Walmart have over their competition isn't technology; it's their management. Do you agree? Why or why not?
- ii. Explain the challenges posed by strategic information systems.
- iii. Describe Customer Relationship Management (CRM) systems.

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[b] How do Porter's competitive forces model, the value chain model, synergies, core competencies, and network economics help companies develop competitive strategies using information systems? [6]

- a. Define Porter's competitive forces model and explain how it works.
- b. List and describe four competitive strategies enabled by information systems that firms can pursue.
- c. Explain with suitable examples how management of a firm can achieve alignment of IT with business objectives.

Q.5[a] Attempt any TWO of the following [3+3]

- i. Why is data integration required in a data warehouse, more so than in an operational application?
- ii. Elaborate the challenges involved in adopting AGILE methodology of SDLC.
- iii. Differentiate between Data warehouse and Data mart.

[b] Select a Web site of your choice. Prepare a report analysing the various functions provided by that Web site and its information requirements. Your report should answer these questions: What functions does the Web site perform? What data does it use? What are its inputs, outputs, and processes? What are some of its other design specifications? Does the Web site link to any internal systems or systems of other organizations? What value does this Web site provide the firm? [6]

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