Roll No.:

, Total No. of Pages: 02

Delhi Technological University Delhi School of Management 3rd Semester MBA (Executive) End Semester Examination Dec-2019 Information Technology Management (EMBA-303)

Maximum Marks: 60

Note Answer any 6 questions. All questions carry equal marks. Note Assume suitable missing data, if any. Answer any equesion and questions Assume suitable missing data, if any.

Marks

(5)

(5)

(5)

(5)

- 67-

Read the following narration to answer questions 1, 2 and 3: Read the Journal in the second of the company viz. DTU-Retail and expanded his family business in Dinesh Tukaram Unnati relaunched the company viz. DTU-Retail and expanded his family business in Dinesh Tukaram Unnati. In beginning of 2019, company has more than 100 and the second Dinesh Tukurum Ornala. In beginning of 2019, company has more than 100 stores spread across India. all major cities of India. In beginning of 2019, company has more than 100 stores spread across India. all major cutes of the spread across Indi all major cutes of the spread across Indi DTU-Retail aims to expand its operations to 500 stores in year 2020 and to improve its profitability. DTU-Retail aims to gain full benefit of its heavy investment in Information Test DTU-Retail units to gain full benefit of its heavy investment in Information Technology. You are Company is yet to gain full benefit of the company on technology and to improve its profita Company is yet to Salvisor to guide the company on technology refresh initiatives to achieve its appointed as an IT advisor to guide the company on technology refresh initiatives to achieve its appointed us and the observed cumbersome business processes and more than 20 Information strategic goal. You have observed in ad-hoc manner over the time and in a strategic short were developed in ad-hoc manner over the time and in a strategic short were developed in ad-hoc manner over the time and in a strategic short were developed in ad-hoc manner over the time and in a strategic short were developed in ad-hoc manner over the time and in the strategic short were developed in ad-hoc manner over the time and in the strategic short were developed in ad-hoc manner over the time and in the strategic short were developed in ad-hoc manner over the time and in the strategic short were developed in ad-hoc manner over the time and in the strategic short were developed in ad-hoc manner over the time and in the strategic short were developed in ad-hoc manner over the time and in the strategic short were developed in the strategic short wer strategic goal. 104 marc over the cumper some business processes and more than 20 Information strategic goal. 104 marc developed in ad-hoc manner over the time are in operation. Collation of data from Systems that were developed analytics is difficult due to absence of interaction. Systems that were developed analytics is difficult due to absence of integration points and data quality. these system for meaningful analytics of these systems. IT Department has a superior of the second technologies of these systems. these system joint including contractual resource of integration points and data quality of the sense of these systems, IT Department has engaged several vendors and have Due to varied technologies including contractual resource of the sense of employees including contractual resource of the sense of th Due to varieu recurring of employees including contractual resources, who are proficient in respective employeed number of employees to address personal models. employee number of composition and address perennial problems of frequent system breakdown, due to technologies. IT Department yet to address perennial problems of frequent system breakdown, due to technologies. It populations for to address perennul problems of frequent system breakdown, due to hardware and network failure, that often results into data losses and online customers. To set house in harawure una file for the second decided to: address data quality issues to have meaningful data for order, on priority, you have decided to: address data quality issues to have meaningful data for oraer, on processes, and to rationalize information system. analytics; weed out liability processes; and to rationalize information system. Discuss how Principles of Business continuity and DR Operation can help in (10)avoiding frequent system breakdowns and loss of data to great extent. Explain how would you use following methods for control and continuous Q1 (5) improvement of processes: Q2 (5) DMAIC [a] (5) Q3 [a] Discuss why would you or not consider ERP solution for DTU-Retail? (5) [b] Discuss benefits of CRM system (5) (5) [a] Describe dimension of Data Quality [b] What measures would you take to deal with data quality errors Q4 Describe the following with an example and metric (how to measure) each: (5) Q5 (5) [a] Service Quality Describe the following with an example each in any business ecosystem: [b] Process Quality Q6 [a] Keystone Firms [b] Niche Firms Describe the usage of following technology: Q7 [a] Artificial Intelligence [b] Robotics Process Automation

Roll No .:

-68

(5)

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Delhi Technological University Delhi School of Management

3rd Semester MBA (Executive)

End Semester Examination Dec-2019

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Time: 3 Hours

Maximum Marks: 60

Note : Answer any 6 questions. All questions carry equal marks. Assume suitable missing data, if any.

Q8 Discuss role of Information Technology in addressing global complexities of (10) Supply Chain Management

Q9 Explain the following terms:

[a] MUSICAL

[b] Virtual Company