

Seat No.: _____

Enrolment No. _____

GUJARAT TECHNOLOGICAL UNIVERSITY
MBA – SEMESTER 4 • EXAMINATION – SUMMER 2019

Subject Code: 3549252

Date: 06/05/2019

Subject Name: Strategic Information Technology Management

Time: 10:30 AM To 01:30 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** Define following terms briefly: **14**
- (a) Grid computing
 - (b) PDA
 - (c) Firewall
 - (d) CRM
 - (e) Data mining
 - (f) EDI
 - (g) Ethics
- Q.2** (a) What do you mean by “T-Form” organization? Also discuss different kinds of T-form organization with its structure. **07**
- (b) Suppose you are appointed as an IS manager of “Triton Corporation”. Your duty is to implement new monitoring system for the employees. Discuss how can you use “Kurt-Lewin’s change model” in this situation? **07**
- OR**
- (b) What are the different ways by which an IT manger can change the legacy system of an organization? Also discuss pros & cons of each way. **07**
- Q.3** (a) Discuss what will be the future technologies available in computer system industry? Discuss in detail. **07**
- (b) Explain the “Neural Network” with its three layers diagram. **07**
- OR**
- Q.3** (a) What do you mean by “Computer System”? Explain different types of computer system prevailing in current scenario. **07**
- (b) What is “Knowledge”? Discuss types of knowledge & also write down short note on KMS. **07**
- Q.4** (a) What do you mean by an “Auction”? Explain how physical auction is different from e-auction. Discuss various types of e-auction in detail. **07**
- (b) State & explain the merits and demerits of Database Management System. **07**
- OR**
- Q.4** (a) Explain Genetic Algorithm functions. What is the underlying model for this approach to intelligent systems? **07**
- (b) Write down short note on: IT investment opportunity matrix **07**

Q.5

Discuss the given case study with answers of following questions.

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ERP incorporated at Nike

Nike is one of the biggest sportswear companies worldwide. It is an American multinational founded in 1964 by the brand name “Blue Ribbon Sports,” its head offices in Oregon. In 1997, its profits reached 9.19 billion dollars, while in 2012; they soared high to 25.3 billion dollars, employing 44,000 people.

In 1998, in view of the millennium, the company proceeded to a change in its systems, and the implementation of an ERP system. According to the Forbes list, after spending 400 million dollars on software, it ended up losing 100 million dollars in sales; its share dropped by 20%, and faced many lawsuits. It also experienced a big rift in its personal relations as it could not manage the orders of the best advertised sports shoes “Air Jordan.”

This failure was due to a technical problem in the so-called “i2” system to do with the process of order management. The specific system would be part of a general ERP system but, according to analysts, its selection was wrong as its structure could not “tally” with the entrepreneurial operation of the company. According to a senior executive, the system operated on prediction algorithms that could not respond to such voluminous sales. The company had an entrepreneurial plan understand all its employees, so it continued to operate as usual, while the problems that arose from the system failure didn’t impact its general course.

According to Nike, the problems that arose from the system had been restored by autumn 2000, and its cycle of operations was not affected from thereon. Three years later, the company announced that it had the biggest profits since its foundation. In 2001, it reduced the i2 system operation to a great extent, and installed SAP ERP.

Questions:

- (a) In view of above case what problems were created by “i2” systems? Discuss.
- (b) According to you, what are the advantages of an ERP system?

OR

Q.5

Questions:

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- (a) According to you what are the demerits of an ERP system? Explain.
- (b) According to above case, how Nike had recovered its operations? Discuss.
