

(Following Paper ID and Roll No. to be filled in your Answer Book)
--

<b>PAPER ID : 0921</b>	<b>Roll No.</b> <table border="1" style="display: inline-table; border-collapse: collapse; text-align: center; width: 150px; height: 20px;"> <tr> <td style="width: 20px; height: 20px;"></td> </tr> </table>																				

### B.Tech.

(SEM. VII) ODD SEMESTER EXAMINATION 2010-11

### IT IN BUSINESS

*Time : 3 Hours*

*Total Marks : 100*

**Note :** 1. Attempt **all** questions.

2. All questions carry equal marks.

3. Be precise in your answers.

1. Attempt any **four** parts of the following : **(5×4=20)**

(a) IT is not easier to run a successful Business. Comment.

Explain the business success factors.

(b) What do you mean by strategic alignment ? List the seven key strategic elements.

(c) What is competitive strategy ? List the five main competitive strategies in any business.

(d) Can the Porter competitive model be used effectively to analyze all industries ?

(e) How do you define competitiveness ? Is there an advantage in "who knows the most" in a business relationship ?

(f) Sketch the benefits of business by using information technology.

2. Attempt any **four** parts of the following : **(5×4=20)**

(a) Why do you think many small business E-commerce ventures have been more successful than many well-financed dotcoms ?

- (b) Identify the main types of B2B commerce: Net market places and Private industrial networks.
- (c) Define e-commerce and describe how it differs from e-business. Identify the major academic disciplines contributing to e-commerce research.
- (d) What are the eight key components of an effective business model ?
- (e) As a manager, how can you impress on your employees the importance of including both negative and positive information in messages ?
- (f) What technological innovation made client/server computing possible ? What impact has client/server computing had on the internet ?

3. Attempt any **two** parts of the following : **(10×2=20)**

- (a) How does horizontal growth differ from vertical growth as a corporate strategy ? What are the challenges for the firms to form new innovative corporate strategy ?
- (b) Compare the positive and negative impacts of information technology infrastructure. Also state benefits of flexible standard information architecture.
- (c) Explain the difference between a horizontal market and a vertical market in corporate strategy. Give the advantages of both of them.

4. Attempt any two parts of the following : (10×2=20)
- (a) Give the major dimensions of global I.T. Management. Also illustrate the cultural, political and geo-economic challenges.
  - (b) What is the role of I.T. in international business ? Give the reasons for the growth of ERP. How the information system planning methodologies works ?
  - (c) Information technology must be managed to meet the challenges of today's business and technology environment. Why ? Justify your answer by giving examples.
5. Attempt any two parts of the following : (10×2=20)
- (a) Information technology can break time, geographic, cost, and structural barriers. Comment.
  - (b) What is the impact and value of information technology in competitive strategy ? Give the strategic application of IT at different levels.
  - (c) What do you understand by Environment value resources approach (E-V-R) ? Also explain trade cycle and credit transactions in brief.