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B.Tech

(SEM VII) ODD SEMESTER THEORY EXAMINATION 2009-10
IT IN BUSINESS

Time : 3 Hours]   *[Total Marks : 100*

Note: Attempt **all** questions.

1   Attempt any **four** parts :   4×5=20

(a)   Write down the characteristics of a technological enabled organization.

(b)   What do you understand by business drivers ? What is the role of global business drivers ?

(c)   What do you mean by information system ? What role do information systems play in organizational downsizing ?

(d)   Draw a diagram to show how a manager can integrate technology with decision making ?

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

(f)   Explain critical success factors with suitable examples.

2   Attempt any **four** parts :   4×5=20

(a)   What do you understand by the rethinking business through IT ?

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(b) Why is it important to set priorities for new uses of information technology ?

(c) "E-Commerce encompasses business activities using electronic data transmission via the internet and www". Does this definition include all aspects that you would consider as part of E-Commerce ? Why ?

(d) What are smart cards ? What are the various types of smart cards ? Do you think use of smart card is safe enough.

(e) Explain the following terms :
   (i) EDI
   (ii) Inter-organization information system
   (iii) B2B E-commerce
   (iv) Client-server threats in e-commerce.

(f) Moving onto E-Commerce, review Bloch's ten points of business value and suggest how each might apply to the promotion of your college along with UPTU (Utter Predesh Technical University).

3 Attempt any **two** parts :   2×10=20

(a) Why did most firms first develop systems to improve operational efficiency ? What are the challenges for the firms to form new innovative corporate strategy ?

(b) How can you develop and achieve an effective information architecture. Also state benefits of flexible standard information architecture.

(c) Compare the process of vertical integration and horizontal integration in corporate strategy. Give benefits of each.

4 Attempt any **two** parts :   2×10=20

(a) Globalization has been one of the major trends in business in the last decade. Justify the above statement with suitable examples.

(b) How might the cultural, political and geo-economic challenges affect a global company's use of the internet. Give suitable examples.

(c) What do you mean by global IT strategy ? How do the different roles of system software and application software affect you as a business end user ? How do you see this changing in the future ?

5 Write short notes on any two of the followings :
          2×10=20

(a) Answer the following questions :
   (i) Describe the four step methodology that ties IT strategy to business value.
   (ii) How do we maximize the utilization of IT assets, particularly in legacy investments ?

(b) Protection of environment is the prime concern and network devices need to be protected physically. There are various utilities in this regard. Explain in brief.

(c) What do you mean by inter-organizational transactions ? Explain trade cycle and credit transactions.