

**MBA (FT)**

**Paper F -3604**

**Strategic Management of Information Technology**

Time : 3 hours

Maximum Marks : 70

(Write your Roll No. on the top of immediately on receipt of this question paper).

Part A is compulsory. Attempt any three questions from Part B

**Part - A**

1. You are appointed as Chief Information Officer (CIO) of a Rs.200 Crore Retail Chain company with operations all over the country. Your main target is middle class population in Metros and State Headquarters in India. Mostly, you are selling:
  - i. Known MNC Brands
  - ii. Local Brands on "We-pay-when-we-sell" Basis
  - iii. Your own brand of Groceries and Cereals

The company does not have a very encouraging track record as far as the past computerization initiatives are concerned and is very skeptical about the benefits of IT implementation. The Chief Executive Officer (CEO) has requested you to formulate an IT plan for the company so that the company can use Information Technology strategically so as to grow to a size of Rs.1000 Crore. Suggest an activity chart that you will follow for drafting such a plan and also elaborate on the do's and don'ts that should be kept in mind while developing such a plan. Also present a draft IT plan.

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**Part - B**

2. What are the advantages of implementing an ERP package in an organization? Discuss various issues and concerns faced by organizations while implementing such a solution.

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3. What are various models used for managing IT strategically in organizations? Discuss the shift being experienced in managing IT by various organizations. What role does Data Resource play in an organization becoming more competitive?

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4. How have the following sectors in India benefited from use of IT?

- i. Banking
- ii. Stock Markets
- iii. Governmental Departments
- iv. Infrastructure Sector

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5. You have been asked by your organization to develop a Customer Relationship Management programme for the business. Given the fact that your organization already has a successful ERP implementation, how would you go about developing such a programme? Clearly indicate the factors that need to be kept in mind while implementing such a programme.

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6. Write short notes on the following:

- a. Service Oriented Architecture
- b. Cloud Computing
- c. Software Project Management

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