

Roll No. _____

University of Pune
Department of Management Sciences (PUMBA)
Executive MBA
2nd Year External Exam May - 2013

403 (E): Strategic IT Mgmt. & Technology Information Tech.

Time: 2.30 hrs

Marks: 50

From Questions 1 to 4 attempt any three.

Question 5 is compulsory.

All questions carry equal marks.

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| Q 1 | Discuss how Business/IS/IT strategies are related. | 10 |
| Q 2 | What are the risks in implementing e-commerce? | 10 |
| Q 3 | Write short note on Strategic Information Systems Frameworks | 10 |
| Q 4 | What are applications of Strategic Information Systems? | 10 |
| Q. 5 | A leading fast food chain wants to implement Smartphone application as additional Sales and Customer connect channel.
Propose a strategic solution covering following sections
1. Business Vision
2. Business Objectives
3. IS strategy
4. IT strategy
5. Suitable technologies
6. Risks
7. Effects of new strategy on Organization/People/Processes | 20 |