

Savitribai Phule Pune University
(Formerly University of Pune)
Department of Management Sciences (PUMBA)
Executive MBA
2nd Year (Semester –III) External Exam November - 2016
304(E)- Business Applications and Strategic Management for IT

Time: 2hrs.

Marks: 50

Answer any 5

Each question carries 10 marks

Q1 How ERP has changed approach of businesses?

Q2. What is strategic management for IT?

Q3. What are enterprise wide systems? How managers are using them for decision making?

Q4. Explain strategies adopted by atleast 2 companies in any sector using IT

Q5. Explain HRMS or CRM in details

Q6. Explain SCM with suitable example

Q7. Explain with example how innovative business applications changes strategies of competitors