



Printed Pages : 3

TOE21

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

PAPER ID : 0921

Roll No.

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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 Pradesh 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.