

(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 EXAMINATION 2010-11

IT IN BUSINESS*Time : 3 Hours**Total Marks : 100*

- Note :**
1. Attempt **all** questions.
 2. All questions carry equal marks.
 3. Be precise in your answers.

1. Attempt any **four** parts of the following : (5×4=20)
 - (a) IT is not easier to run a successful Business. Comment.
Explain the business success factors.
 - (b) What do you mean by strategic alignment ? List the seven key strategic elements.
 - (c) What is competitive strategy ? List the five main competitive strategies in any business.
 - (d) Can the Porter competitive model be used effectively to analyze all industries ?
 - (e) How do you define competitiveness ? Is there an advantage in “who knows the most” in a business relationship ?
 - (f) Sketch the benefits of business by using information technology.
2. Attempt any **four** parts of the following : (5×4=20)
 - (a) Why do you think many small business E-commerce ventures have been more successful than many well-financed dotcoms ?

- (b) Identify the main types of B2B commerce: Net market places and Private industrial networks.
- (c) Define e-commerce and describe how it differs from e-business. Identify the major academic disciplines contributing to e-commerce research.
- (d) What are the eight key components of an effective business model?
- (e) As a manager, how can you impress on your employees the importance of including both negative and positive information in messages?
- (f) What technological innovation made client/server computing possible? What impact has client/server computing had on the internet?

3. Attempt any **two** parts of the following : **(10×2=20)**

- (a) How does horizontal growth differ from vertical growth as a corporate strategy? What are the challenges for the firms to form new innovative corporate strategy?
- (b) Compare the positive and negative impacts of information technology infrastructure. Also state benefits of flexible standard information architecture.
- (c) Explain the difference between a horizontal market and a vertical market in corporate strategy. Give the advantages of both of them.

4. Attempt any two parts of the following : (10×2=20)

- (a) Give the major dimensions of global I.T. Management. Also illustrate the cultural, political and geo-economic challenges.
- (b) What is the role of I.T. in international business ? Give the reasons for the growth of ERP. How the information system planning methodologies works ?
- (c) Information technology must be managed to meet the challenges of today's business and technology environment. Why ? Justify your answer by giving examples.

5. Attempt any two parts of the following : (10×2=20)

- (a) Information technology can break time, geographic, cost and structural barriers. Comment.
- (b) What is the impact and value of information technology in competitive strategy ? Give the strategic application of IT at different levels.
- (c) What do you understand by Environment value resources approach (E-V-R) ? Also explain trade cycle and credit transactions in brief.