

IT

MTB 03

19-10-2008

Managing Technology Business

Roll No. :

Total no. of Questions : 3 Sections (See Note) Total no. Printed Pages : 5

Duration (Hours) : 3

Maximum Marks : 60

Notes :

1. There are 3 sections. All Sections are compulsory.
2. Section 1 carries 36 marks. In Section 1, solve any 10 of the 13 questions. Each question has sub parts a & b. Solve any one of the sub sections. Each sub section carries equal marks.
3. Section 2 is a case study & carries 18 marks.
4. Section 3 carries 6 marks.

Section I

- Q1a) Describe the salient features of the e-business revolution.
b) What is a Business Model? Using a matrix figure, describe the 4 possible ventures a Business can take for combinations of Business models & Technology on the traditional & modern parameters.
- Q2a) "There are certain IT related decisions that are best left to Senior Management instead of the Technical personnel". Comment on this statement. Name at least five such decisions.
b) What is 'Information Orientation' of an Enterprise? What are its components? Describe each component in brief. Use appropriate diagrams to illustrate.
- Q3a) Explain & substantiate on the critical importance of IT in contemporary business.
b) How is Porter's Five Force Competition Model applicable to business on the Internet? Depict your answer with a diagram & appropriate analyses.
- Q4a) What is Disintermediation? What are the various benefits that accrue from Disintermediation?
Provide suitable examples to prove your points.
b) What is a 'Value Added Community'? What are its basic components? Illustrate your answer with diagrams & examples.
- Q5a) What is Corporate Social Responsibility (CSR)? What is the traditional thought regarding CSR? Illustrate how the modern approach to CSR is radically different from the old approach.
b) What is Virtualization? How is it accomplished? What are the

2
b) What is Virtualization? How is it accomplished? What are the limitations of Virtualization?

Q6a) Develop, depict & explain the E-Business schematic of an e-stock broker.

b) Is a Business Model same as a Business Strategy? Why or why not? Clearly present an argument to prove your stand.

Q7a) What are the various aspects you will consider while contemplating which IT processes can be off-shored? Give sufficient details in your answer.

b) Compare & contrast e-business & e-commerce with appropriate examples & elaborate treatment.

Q8a) Enumerate & describe the aspects that need to be thought through when going in for a WLAN.

b) It is said that Wi-Fi is winning the war against 3G. What is your opinion? Substantiate with a detailed argument.

Q9a) What is Business Development? Mention & write in detail about the various components of IT Business Development

b) Compare & contrast traditional pricing approach with emerging Best Practice in Pricing.

Q10a) Throw light on the reasoning behind setting up of SEZs in India. Mention the classification of SEZs prevalent in India.

b) What do you comprehend by the term "Talent Management"? Express your answer in detail with IT industry examples.

Q11a) Compare & contrast between Mergers & Acquisitions from the human impact angle. Mention the five phases a successful M & A deal encounters.

b) "Up until now the unique nature of the software market has meant that buyers had very little negotiating power after the initial purchase of a software license. We expect those dynamics to change considerably over the next five to 10 years, giving CIOs and software procurement officers more bargaining power while potentially reducing software vendor profit margins."

William Snyder
VP - Gartner

Identify the Macro Trends that are likely to fulfill the above prophecy.

Q12a) List out the various benefits of a SLA. Explain each briefly.

b) Depict the 'The Contract (Lifetime) Management Process' with a schematic diagram & describe the various stages it involves.

- : 3 :
- Q13a) What is the significance of innovation in IT business. Explicate with real a world example.
- b) Highlight & expound the Legal Issues involved in Setting up a Website.

Section II Case Study

Read the situation described below & answer the questions that follow.

- AC Buses A 422 from Mulund (E) to Andheri (E) & A 461 from Mulund East to Borivali (W), are part of BEST's prestigious AC Bus service. The route services the important SEEPZ & other commercially significant & residentially up market, dense Western Mumbai areas.
- The fares on these service are premium & high average occupancy is necessary to ensure economic success, besides showcasing BEST's capabilities in the premium category of Mumbai public transport.
- Passengers are mostly trendy young upwardly mobile executives in a hurry, willing to pay high for timeliness, comfort & convenience. They are highly prone to switching options in case of any compromise on these requirements.
- Generally buses are scheduled to arrive every 20 minutes, but at times passengers have to wait for 35 to 45 minutes. The schedule becomes meaningless, passengers are unhappy since their travel plans get affected, occupancy drops & BEST's future full scale AC services business plans earn bad press.

1. *Analyze the situation from a Strategic perspective & identify Business Risks & Prospects.*
2. *Design an IT based plan to mitigate risks & exploit opportunities so that BEST can perk up the A 422 & A 461 bus services.*

Notes:

- a) *State any assumptions made.*
- b) *Illustrative figures will fetch extra marks.*

Section III

Select the most appropriate alternative for the following 10 questions.

Q1 As the number of mobile phones in service increases, the value of owning a mobile shoots up. This phenomenon is related to

- a The Law of increasing returns
- b The Network Effect
- c Metclaf's Postulate
- d All of the above
- e None of the above

Q2 Which of the following statements is true about Operational Effectiveness (OE), Strategic Positioning (SP), and the Internet (I)?

- a I supports OE but not SP
- b I supports both OE and SP
- c I supports OE initiation but not OE sustenance
- d I supports SP initiation but not SP sustenance
- e None of the above

Q3 The e-business enterprise is termed as a De-capitalized entity because

- a It has maximum Human Focus
- b It has minimum Brand focus
- c It has minimum Working Capital
- d It has maximum Brand capital
- e It outsources most Production

Q4 "...the climate issue is best addressed with the tools of the Strategist, not the Philanthropist"

Whose opinion is this?

- a Michael Porter
- b C K Prahlad
- c Narayan Murthy
- d Gartner Research Report on Global Warming
- e None of the above

Q5 Listed below are some of the major impediments an organization faces when conceptualizing & implementing an e-business model.

Which impediment is the most critical?

- a Limited know-how
- b Lack of Customer data
- c Old Economy Culture

- d Lack of appropriate Leadership
- e Skills paucity

Q6 When selecting a vendor for Off-shore IT services, the prime consideration from the client's perspective is

- a Previous relationship
- b References
- c Industry Expertise
- d IT Expertise
- e Culture Fit

Q7 The most critical aspect of L-commerce is

- a Timing
- b Locating
- c Tracking
- d Navigating
- e Mapping

Q8 Pricing on the Internet can be such that the price reflects the value the customer attaches to the product or service. Such a system is termed as

- a Flexible Pricing
- b Dynamic Pricing
- c Customized Pricing
- d All of the above
- e None of the above

Q9 ROT is commonly used as an acronym for

- a Return on Talent
- b Return on Technology
- c Return on Takeovers
- d Return on Tangibles
- e None of the above

Q10 World Intellectual Property Rights (IPR) day is celebrated on

- a 26th June
- b 26th April
- c 19th September
- d 28th September
- e 4th July