

(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.