

- (c) In the UK, students apply for university places through the UCAS clearing centre (and other countries may have similar schemes). The procedure is that students submit their applications to UCAS and the clearing centre passes the application into the preferred universities. Each university then accept, reject or make an offer and the decision is passed back to the student via the UCAS clearing centre, Suggest how ICT technologies might be used to update such a scheme.



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TOE-21

(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) EXAMINATION, 2008-09

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 answer.*

- 1 Attempt any **two** parts of the following :
 - (a) Consider the business strategies of an organization you know. Identify linkages where IT might be usefully applied ?
 - (b) Consider the value system of the insurance industry, for sales to the public, and comment on the advantages and disadvantages of the different sales channels that are outlined.
 - (c) How do we need to think about when getting a new database or modifying our existing one ?
- 2 Answer any **two** parts of the following :
 - (a) Use Porter's model to assess the competitive position of a large online trader. It is suggested



that the assessment is of amazon.com (as a online bookstore) against its online and conventional competitors. The external forces are:

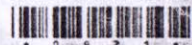
- * Suppliers, principally the publishers;
- * Buyers, the book buying public;
- * New Entrants, the possibility of new (large scale) online bookshops being set up;
- * Substitution, that there would be a sales channel for books or that the book itself would be replaced by an alternative media.

Consider all five forces separately, making notes on Amazon's competitive position in each case.

- (b) For an online bookshop, consider ways that a bookshop could seek to achieve cost leadership, differentiation and focus. Make notes suggesting the strategy that could be applied in each case. Note that simple discounting is not to be considered a satisfactory strategy if the result is that the bookshop ends up in bankruptcy ?
- (c) How can IT help in knowing how long will it take to see a profit from international sales ?

3 Attempt any **two** parts of the following :

- (a) Suggest three advantages and three disadvantages for an organization in devising and implementing a corporate strategy.
- (b) Using the corporate strategy formulation process :
- * List environmental changes which bring about new opportunities or pose new threats to the college or university at which you are studying.



- * Assess the strengths and weaknesses of the institution and its ability to respond to the environmental changes;
- * Suggest some strategic initiatives that your college or university might take to improve its position in the educational market place.

- (c) Moving onto e-Commerce, review Bloch's ten points of business value and suggest how each might apply to the promotion of your college or university.

4 Attempt any **two** parts of the following :

- (a) List the four elements of an Electronic Data Interchange (EDI) system.
- (b) Draw a simple diagram of the hardware, network and software facilities utilized when an e-Shop is accessed from a home PC.
- (c) With the fast pace of business, how can a business plan be helpful if it is quickly outdated?

5 Attempt any **two** parts of the following :

- (a) For each stage of the business trade cycle, list the stage specific advantages (and any disadvantages) of using IT in Business.
- (b) What problems might be encountered by a small food processing company, which supplies several supermarkets, when required by its customers to implement IT solutions ?

