Reg.No. \_\_\_\_\_\_\_\_\_\_\_\_

G:\logo and QP Template\logo 3 Feb 2018 final.tif

**End Semester Examination – Nov/Dec – 2018**

|  |  |  |  |
| --- | --- | --- | --- |
|  |  |  |  |
| **Code :** | **14CS2023** | **Duration :** | **3hrs** |
| **Sub. Name :** | **INFORMATION SYSTEMS STRATEGY PLANNING AND MANAGEMENT** | **Max. marks :** | **100** |

**ANSWER ALL QUESTIONS (5 x 20 = 100 Marks)**

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
| **Q. No.** | **Sub Div.** | **Questions** | **Course**  **Outcome** | **Marks** |
| 1. | a. | With a neat sketch illustrate the five competitive forces that shape strategy. | CO2 | 10 |
| b. | Explain the various approaches for analyzing the strategy and capabilities in business model framework. | CO3 | 10 |
| (OR) | | | | |
| 2. |  | What are the opportunities for using IT to improve business model performance?  Can IT:   1. Change the basis of competition? 2. Build or reduce barriers to entry? 3. Increase or decrease switching costs? 4. Change the nature of relationships and the balance of power among buyers and suppliers? | CO3 | 20 |
|  |  |  |  |  |
| 3. |  | Give the SWOT analysis for any popular organization. | CO2 | 20 |
| (OR) | | | | |
| 4. | a. | Tabulate the IT investment Categories,Examples and Metrics. | CO2 | 10 |
| b. | List the Characteristics of the Hierarchy, Entrepreneurial and Networked Organization. | CO2 | 10 |
|  |  |  |  |  |
| 5. | a. | Discuss the various benefits of incremental outsourcing of IT services. | CO2 | 10 |
| b. | Explain why do companies are entering into large-scale outsourcing relationships. | CO3 | 10 |
| (OR) | | | | |
| 6. | a. | Identify and describe the various components required to build the IT infrastructure. | CO2 | 10 |
| b. | Illustrate the possible threats and defensive measures for IT Infrastructure. | CO3 | 10 |
|  |  |  |  |  |
| 7. |  | Elucidate what caused the outage at CareGroup? How well did the company handle the crisis? What should CareGroups IT managers do differently in the future? Are the 10 lessons that CIO John Halamka learned from this situation the right ones? | CO3 | 20 |
| (OR) | | | | |
| 8. | a. | Identify the critical success factors and good practices of ITgovernance. | CO3 | 10 |
| b. | Discuss the scope and practices of IT governance. | CO2 | 10 |
|  | |  |  |  |
|  | | **Compulsory**: |  |  |
| 9. | a. | Indicate the four broad roles of IT for decision executives to face IT leadership. | CO2 | 10 |
| b. | Recognize the three major transitions in the role of IT. | CO3 | 10 |