MAULANA ABUL KALAM AZAD UNIVERSITY OF TECHNOLOGY, WEST BENGAL

Paper Code : MIS 403/MIS403 STRATEGIC MANAGEMENT FOR IT

UPID : 004702

Time Allotted : 3 Hours   *Full Marks :70*

The Figures in the margin indicate full marks.

Candidate are required to give their answers in their own words as far as practicable

Group-A (Very Short Answer Type Question)

1. Answer any ten of the following :   [1 x 10 = 10]
    - (I) How do you formulate a strategy at corporate level?
    - (II) What is IP Address?
    - (III) How do you formulate a strategy at business level?
    - (IV) Define Information Technology.
    - (V) What is strategic management?
    - (VI) What is a computer?
    - (VII) What is B2C business model?
    - (VIII) What are the features of e-commerce?
    - (IX) What is strategic leadership?
    - (X) Define strategic control.
    - (XI) What is BCG matrix?
    - (XII) What is an assembly language?

Group-B (Short Answer Type Question)

Answer any three of the following :   [5 x 3 = 15]

2. Differentiate between planning & strategy.   [5]
3. Differentiate between intranet and extranet.   [5]
4. Differentiate between goals and objectives.   [5]
5. Explain VPN.   [5]
6. Explain with a block diagram the different components of a computer.   [5]

Group-C (Long Answer Type Question)

Answer any three of the following :   [15 x 3 = 45]

7. Explain processor management of an OS in details.   [15]
8. Explain the process of strategic management in any organization in details.   [15]
9. (a) What is an application software? Give examples.   [7]
   (b) What are the features of application software?   [8]
10. Explain nature of strategy in details.   [15]
11. How environmental analysis helps in deciding strategies of a business organization?   [15]
    What are the steps involved in such analysis?

*** END OF PAPER ***