

MBA-616**MSP-80**

M.B.A. DEGREE/P.G.D.I.T.M.
EXAMINATION – JUNE 2008.

(MBA — AY 2005–2006 onwards
PGDITM — AY 2006–2007 onwards)

MANAGING INFORMATION TECHNOLOGY

Time : 3 hours

Maximum marks : 75

Answer for 5 marks questions should
not exceed 2 pages.

Answer for 10/15 marks questions should
not exceed 5 pages.

PART A — (3 × 5 = 15 marks)

Answer any **THREE** questions.

Each question carries equal marks.

1. Describe the importance of Chief Knowledge Officer (CKO) in an organization.
2. Mention various planning and control activities in different functional areas.
3. Information technology plays a major role in effectiveness of a system — Explain.
4. Why cost-benefit analysis is carried out?
5. Explain desirable characteristics of Management Information System.

PART B — (4 × 15 = 60 marks)

Answer any FOUR questions.

Each question carries equal marks.

6. Explain the role of information technology in organizational efficiency and effectiveness.
7. Explain the key components of IT Governance framework.
8. Explain the impact of technological innovation on growth trajectory of enterprise's technological capability.
9. Explain enterprise model, system model, technology model of information architecture.
10. Explain cost management system.
11. Explain security policy principles.
12. Describe an integrated information system for a manufacturing industry.
