

GUJARAT TECHNOLOGICAL UNIVERSITY**M.B.A -IVth SEMESTER-EXAMINATION – MAY- 2012****Subject code: 2840402****Date: 23/05/2012****Subject Name: Strategic Information Technology Management****Time: 10:30 am – 01:30 pm****Total Marks: 70****Instructions:**

1. Attempt all questions.
2. Make suitable assumptions wherever necessary.
3. Figures to the right indicate full marks.

- Q.1** (a) Define following terms briefly: **07**
- | | | |
|--------------------|-------------------|---------------|
| 1. Spoofing | 2. Firewall | 3. EDI |
| 4. Neural network | 5. Grid computing | 6. e-business |
| 7. Cloud computing | | |
- (b) What do you mean by e-commerce? Explain merits & demerits of e-commerce in context of current digitized world. **07**
- Q.2** (a) Briefly explain meaning of “Database”. Also discuss its importance in current industry scenario. **07**
- (b) What do you mean by “computer system”? Explain different types of computer system prevailing in current environment. **07**
- OR**
- (b) What is the meaning of BPR? Explain the steps for its implementation. Also discuss its importance with any industry example. **07**
- Q.3** (a) What do you mean by “DSS”? Discuss various components of DSS in detail. **07**
- (b) Consider that you are appointed as an IT manager of “Digitron Corporation”. Your duty is to implement new monitoring system for the employees. Discuss what kinds of resistance you will face in this situation? Also discuss model for motivating the employees for this new change. **07**
- OR**
- Q.3** (a) What do you mean by “T-Form” organization? Also discuss different kinds of T-form organization with its structure. **07**
- (b) Discuss advantages and disadvantages of m-commerce? **07**
- Q.4** (a) What are the different ways by which an IT manger can change the legacy system of an organization? Also discuss pros & cons of each way. **07**
- (b) Write down short note on: IT investment opportunity matrix **07**
- OR**
- Q.4** (a) Briefly discuss positive & negative impacts of an information system (IS). **07**
- (b) Discuss what will be the future technologies available in computer system industry? Discuss in detail. **07**
- Q.5** (a) Consider Mr. Ajay Sharma is working in “SoftCom”- a digital IT firm. His designation is Chief Knowledge Officer. In this managerial position what kinds of decision he needs to take as a CKO- explain. **07**
- (b) Discuss how following parameters are affected/violated by the use of information technology: **07**
- | | |
|------------|--------------------------|
| 1. Privacy | 2. Intellectual Property |
|------------|--------------------------|

OR

Q.5 (a) What do you mean by “GDSS”? Discuss importance of GDSS with an industry example. Also explain the working & importance of “Technology Assisted Meetings”. 07

(b) Read the case carefully & answer the following questions: 07

Invading Your Privacy

Can your employer invade your privacy through monitoring technologies? Numerous lawsuits have been filed by employees who believe their employer was wrong to invade their privacy with monitoring technologies. Following case highlight lawsuits over employee privacy & employer rights to monitor.

McLaren versus Microsoft Corporation

The Texas Court of appeals in 1999 dismissed an employee’s claim that his employer’s review & dissemination of e-mail stored in the employee’s workplace personal computer constituted an invasion of privacy. The employee argued that he had a reasonable expectation of privacy because the e-mail was kept in a personal computer folder protected by a password. The court found this argument unconvincing because the e-mail was transmitted over his employer’s network.

However, according to a news account of one case, a court held that an employer’s use of a supervisor’s password to review an employee’s e-mail may have violated a Massachusetts state statute against interference with privacy. In that case, Burk technology allowed employees to use the company’s e-mail system to send personal messages, but prohibited “excessive chatting”. To use the e-mail system, each employee used a password. The employer never informed employees that their messages would or could be monitored by supervisors or the company president. The president of the company reviewed the e-mails of two employees who had referred to him by various nicknames & discussed his extramarital affair. The two employees were fired by the company president, who claimed, the terminations were for their excessive e-mail use & not because of the messages’ content. The court denied the company’s attempt to dismiss the suit & allowed the matter to be set for trial on the merits. The court focused on the fact that the employees were never informed that their e-mail could be monitored.

This case illustrate the importance of informing employees that their use of company equipment to send e-mail & to surf the internet is subject to monitoring to prevent subsequent confusion, and a possible future defense, on the part of employees.

Questions:

1. Pick the above case and create an argument on behalf of the employee.
2. Pick the above case and create an argument on behalf of the employer’s use of monitoring technologies.
