

**Code: 14E00410**

MBA IV Semester Supplementary Examinations November 2016

**CORPORATE INFORMATION MANAGEMENT**

(For students admitted in 2014 only)

Time: 3 hours

Max. Marks: 60

All questions carry equal marks

\*\*\*\*\*

**SECTION – A**

Answer the following: (05 X 10 = 50 Marks)

- 1 Explain the process of conducting a strategy audit of a firm on its information needs.  
**OR**
- 2 List out the components of technology analysis for a firm.
- 3 Describe the extending of an enterprise using collaborative communities.  
**OR**
- 4 Discuss the features of emerging network business models.
- 5 Outline the various issues to be noted while managing IT services.  
**OR**
- 6 Why should IT be aligned with information management needs of a firm? Specify the salient points associated with the same.
- 7 Explain the management of IT infrastructure risk through incremental outsourcing.  
**OR**
- 8 What are the advantages and disadvantages of outsourcing IT infrastructure by firms?
- 9 Discuss the principles of technology and innovation in IT strategy of firms.  
**OR**
- 10 Write a note on the following:
  - (a) Technology cycles.
  - (b) Creative idea generation.
  - (c) Employee creativity.
  - (d) Role of R&D in technology development.

**SECTION – B**

(Compulsory Question)

01 X 10 = 10 Marks

**11 Case study:**

A college wants to improve its connect with students and faculty members regarding academic and other matters. They want to use all latest technology for the same. What IT strategy will you try out? What infrastructure and technology will you consider? What issues will you consider outsourcing? List out the various information needs you will address. How will you identify these needs?

\*\*\*\*\*