



RC-4455-56

**M. B. A. (Sem. IV) (FT) &  
M. B. A. (Sem. VI) (Eve.) Examination  
April / May – 2010  
Strategic Management of Information Technology**

Time : 3 Hours]

[Total Marks : 100

RC-4455

**Instructions :**

(1)

नीचे दशविवेक निशान्चीवाणी विगतो उत्तरवडी पर अवश्य लपवी. Fillup strictly the details of signs on your answer book.	Seat No. :
Name of the Examination :	<input type="text"/>
<input type="checkbox"/> M. B. A. (Sem. 4) (FT) & (Sem. 6) (Eve.)	<input type="text"/>
Name of the Subject :	<input type="text"/>
<input type="checkbox"/> Strategic Management of Information Technology	<input type="text"/>
Subject Code No. : <input type="text" value="4"/> <input type="text" value="4"/> <input type="text" value="5"/> <input type="text" value="5"/>	Section No. (1, 2,.....): <input type="text" value="1"/>
	Student's Signature

(2) Answer to Section I and Section II must be written in **separate** answer books.

(3) Figures to the right indicate full marks of the question.

(4) All questions are **compulsory**.

1 Strategic management is a systematic and analytical thinking action. Justify this statement. **18**

2 Answer any **two** : **32**

(a) Explain role of Porter's Five Forces Model in defining IT Policy.

(b) Explain different ways of IT can support the objectives of strategic management.

(c) Discuss what is a competitive strategy and how is it related to competitive advantage?

## RC-4456

### Instructions :

(1)

नीचे दृशाविले निशानीवाणी विगतो उत्तरवडी पर अवश्य लभवी. Fillup strictly the details of signs on your answer book.	Seat No. :
Name of the Examination :	<input type="text"/> <input type="text"/> <input type="text"/> <input type="text"/> <input type="text"/> <input type="text"/>
<input type="text" value="M. B. A. (Sem. 4) (FT) &amp; (Sem. 6) (Eve.)"/>	<input type="text" value="Student's Signature"/>
Name of the Subject :	
<input type="text" value="Strategic Management of Information Technology"/>	
Subject Code No. : <input type="text" value="4"/> <input type="text" value="4"/> <input type="text" value="5"/> <input type="text" value="6"/> Section No. (1, 2,.....) : <input type="text" value="2"/>	

- (2) Answer to Section I and Section II must be written in **separate** answer books.
- (3) Figures to the right indicate full marks of the question.
- (4) All questions are **compulsory**.

- 3 Write short notes on any **two** : **24**
- (a) IT Act 2000
- (b) Corporate Governance
- (c) Cyber law.

- 4 Read the CASE given below and answer the questions. **26**
- CASE : Two Faces of JC Penney

In 2000, Dallas retailer JC Penney enhanced its e-retail position in time for the holiday rush by adding home grown site features that let customers more quickly locate and pay for merchandise. With JC Penney.com the company unveiled express checkout services that let customers zip through a purchase in as few as two clicks. It also inaugurated electronic gift certificate that can be redeemed online, plus improved order tracking to give customers more accurate delivery estimates. These features followed the early November 2000 launch of Mercado Search, a search engine that lets shoppers prowl JCPenney's site by product category and receive results ranked according to relevance. In 2001, the company rolled out specialized sites dedicated to name-brand merchandise, making it easier for customers to find certain products. All these steps were designed to boost the company's online strategy.

The success of JCPenney.com, in large measure, is a result of a customer service and logistics infrastructure built to support a multibillion-dollar catalog business that has been extended online. JCPenney.com broadened its appeal by launching specialty sites to promote high-margin brands, including Sony, Levi Strauss, Nike, and Kitchen Aid (appliances). The idea is to drive purchases of name-brand merchandise by providing more detailed information on those products, as well as direct to the manufacturers, JCPenney is also conducting auctions on its websites.

The company boasts strong integration between its web site and its offline infrastructure that helps the site reach its aggressive sales targets. Anything purchased online can be picked up or returned at any JCPenney or Eckerd store. JCPenney has 14 customer-service centers nationwide that handle catalog and phone inquiries and employees have been cross-trained in e-mail. United Parcel Service (UPS) delivers most merchandise ordered online within 24 to 72 hours.

JCPenney serves customers via three sales channels-stores, catalog and the website. Integrating these three channels will eventually pay off, according to Forrester Research analyst. "as the number of online shoppers grows, the impact from multiple channels will be felt much more on JCPenney's bottom line," analyst said. Despite the strong web performance, e-commerce alone most likely cannot turnaround a company of JCPenney's size. "The web is such a small part of their business; there's no way it's going to turn around the company." said an expert. "The web is icing on the cake, but the biggest part of the company, by far, is struggling."

**Questions :**

- (i) How does a search engine help JCPenney to do a better job in customer service?
- (ii) Does its existing legacy system help JCPenney.com accomplish its goal in promoting its online business? Can any of the emerging technologies be used to further improve the situation?
- (iii) What kind of information technologies can be used to help JCPenney to promote its business? To accomplish its business strategies?