[4959]-1139

B.E.(Information Technology)
d- IT ENABLED SERVICES
(2012 Pattern) (Semester-II)(Elective-III)

Time :2½Hours]   *[Max. Marks :70*

Instructions to the candidates:
1) *Answer Q 1 or Q 2, Q 3 or Q4,Q5 or Q6,Q7 or Q8, Q9 or Q10.*
2) *Neat diagrams must be drawn wherever necessary.*
3) *Figures to the right side indicate full marks.*
4) *Use of calculator is allowed.*
5) *Assume suitable data if necessary.*

Q1) a) What is Business Strategy? Enlist & explain in brief Mintzberg's five P's to define Business Strategy. **[6]**

b) Enlist Characteristics of Business Strategy. **[2]**

OR

Q2) a) What are challenges and opportunities in globalized, interconnected, convergent world using the power of IT? **[6]**

b) Describe in brief IT Application strategy'. **[2]**

Q3) a) Describe 'IBM' Business System Planning Approach' of SITP. **[6]**

b) Draw and explain Technology management strategic framework based on the available technology, past successes and experiences. **[6]**

OR

Q4) a) Describe the following prevalent planning approaches of SITP Process: **[6]**

   i) Top-down analytical approach

   ii) Bottom-up evaluative approach

b) Discuss any six advantages of defining EITA. **[6]**

Q5) a) Enlist ITIL versions and their coverage. Explain service delivery process in detail. **[8]**

b) Enlist ITIL service support processes. Explain Incident management process in detail. **[8]**

OR

Q6) a) What are the reasons for outsourcing? **[4]**

b) Explain variants of outsourcing with suitable diagram. **[8]**

c) What are the IT management layers and considerations for outsourcing? **[4]**

Q7) a) Write and explain function for creating a cookie. Write a simple session management program in PHP. **[8]**

b) Explain Following file handling functions with suitable PHP code. **[8]**
   i) readfile()
   ii) fgets ()
   iii) fgetc ()
   iv) die ()

OR

Q8) a) Write a program in OOPHP to set and display book information such as Book Title, Price and publication **[8]**

b) Explain in brief WSDL document architecture. **[8]**

Q9) a) Describe Technology strategy of call center. **[9]**

b) Write short note on ERP. **[9]**

OR

Q10) a) Describe different strategies of Google. **[9]**

b) Discuss current employment in IT/ITES industry. **[9]**

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