

Total No. of Questions : 10]

SEAT No. :

P3648

[4959]-1139

[Total No. of Pages : 2

**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]

P.T.O.

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]

