JAIPURIA
INSTITUTE OF MANAGEMENT
NOIDA

JAIPURIA INSTITUTE OF MANAGEMENT, NOIDA
PGDM (G/SM/M) (2016-18 BATCH) TRIMESTER- I
END-TERM EXAM, SEPTEMBER, 2016

### Course Title: Information Technology for Management (IS-101)

Time: 2 Hrs.                                                                                  Max. Marks: 40

Note: Attempt all questions.

## Section-A

Q1.    A chain of fast food joint has PAN India presence. The major problem the company is facing is that of communication and sales tracking in each center .As a consultant suggest this company the most suitable solution to their problem which should be cost effective and implementable for such a large organization.                                                                 [8]

Q2.    What are Amazon.com's critical success factor? Is its decision not it limit its sales to books, music and movies, but to offer a much broader selection of items, a good marketing strategy? With the broader selection, do you think the company will dilute its brand or extend the value proposition to its customers?                                                                                                     [8]

Q3.    Describe some common ways that marketers can benefit by using social media monitoring tools. How does games like Pokemon-Go can become beneficial for viral marketing over web3.0 using social media platform.                                                                                  [8]

## Section-B

### Read the following case and answer questions mentioned below

### Meghraj- India's Cloud Infrastructure

Cloud computing can  transform the way IT is consumed and managed, giving agility, efficiency and scope for speedy innovation. To utilise the benefits of Cloud Computing, Government of India has started an initiative – "GI Cloud" which is called 'Meghraj'. The main purpose is to leverage IT in most of the e-governance initiatives of Indian government. Formulation of the Cloud Policy is one of the primary steps that will facilitate large scale adoption of cloud by government.

This initiative will comprise the formation and implementation of a cloud computing environment at a country level to provide  infrastructure resources and applications available on a sharable basis. This will be possible by creating seamlessly operated infrastructure across the country by interconnecting the components of network and data centres. This will also help scale the successful e-governance projects as various IT projects of the government have achieved varied success and some of these need to be scaled now across geographies.

Meghraj will provide services to government departments, citizens and businesses through internet as well as mobile connectivity. In addition to speedy delivery of services, under various digital projects, to citizens and businesses , the government's cloud-based service delivery platform will also support a number of other objectives including increased standardisation, resource optimisation, interoperability and integration.

The cloud model will enable on-demand self service, ubiquitous network access, metered use, elasticity and resource pooling), three service models (infrastructure as a service, platform as a service and software as a service), and four deployment models (public cloud, private cloud, community cloud and hybrid cloud).

## Questions

Q4 (a) Why did the Indian government shift to the cloud?　　　　　　　　　　　　[5]

Q4 (b) What external pressures are motivating the shift to cloud computing?　　　　[5]

Q4 (c) What are the expected benefits from this initiative to various stakeholder's like bureaucracy, citizens and business?  What are likely challenges?　　　　　　[6]