

ISLAMIC UNIVERSITY OF TECHNOLOGY (IUT)
ORGANISATION OF ISLAMIC COOPERATION (OIC)
Department of Computer Science and Engineering (CSE)

MID SEMESTER EXAMINATION

SUMMER SEMESTER, 2017-2018

DURATION: 1 Hour 30 Minutes

FULL MARKS: 75

CSE 4807: IT Project Management

Programmable calculators are not allowed. Do not write anything on the question paper.

There are 4 (four) questions. Answer any 3 (three) of them.

Figures in the right margin indicate marks.

1. It may surprise you that two snowboard enthusiasts who simply wanted a better way to sell their snowboards online have created an e-commerce platform that now has over \$275 million in sales and hosts more than 20 000 online retailers, including Pixar, Angry Birds, and the Foo Fighters. Tobias Lütke, CEO and founder, has created a business that allows companies of all sizes to set up their own online store, taking a task that used to take months and trimming it down to as little as half an hour. *Shopify* takes care of everything behind the scenes in return for a subscription fee and transaction fees.
 The business model that follows mainly deals with other businesses. Given the scenario, answer the following questions.
 - a) As the CEO of *Shopify*, what are the skillsets that Tobias Lütke requires? Why? 5
 - b) According to Henry Mintzberg, a prominent management researcher at McGill University, a manager has to perform certain roles in an organization. Considering *Shopify* as an organization which conducts business with other business organizations, what should be the roles of Tobias Lütke in orchestrating such a successful organization as *Shopify*? 12
 - c) Why are we calling an online platform like *Shopify* an organization? What type of organization is *Shopify*? Explain your answer. 4+4

2. a) You work for a medium-sized IT consulting firm in Quebec. You submit the lowest bid for a government contract. You do not have the staffing in place to meet the contract at the moment and you anticipate that it will take you three months longer than your main competitor to build the IT infrastructure awarded in the contract. Your government client asks for details on your schedule before awarding the contract to you or your main competitor.
 In this case what is the most ethical decision you can make? Moreover, which decision would be the most beneficent for your firm? Explain both of your answers. 5+5
 - b) How do different organizations do business globally? 10
 - c) Discuss the pros and cons of Globalization. 5

3. a) With proper examples, describe the Strategic Management Process which includes detailed discussion on SWOT analysis and PESTEL analysis. 20
 - b) What do you understand by MBO? 5

4. a) How is Management universal? What are the four common functions that managers perform? Describe each of them briefly. 2+8
 - b) Describe the components of Specific and general environments. 8
 - c) What are the steps that managers follow to set up goals? Discuss them briefly. 7