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B.Tech DEGREE EXAMINATION, NOVEMBER 2023

Seventh Semester

18CSE444T - CLOUD STRATEGY PLANNING AND MANAGEMENT

(For the candidates admitted during the academic year 2020 - 2021 & 2021 - 2022)

Note:

- i. **Part - A** should be answered in OMR sheet within first 40 minutes and OMR sheet should be handed over to hall invigilator at the end of 40th minute.
- ii. **Part - B** and **Part - C** should be answered in answer booklet.

Time: 3 Hours

Max. Marks: 100

PART - A (20 × 1 = 20 Marks)

Marks BL CO

Answer all Questions

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|--|---|---|---|
| 1. _____ provides the runtime environment for applications, development and deployment tools, etc. | 1 | 1 | 1 |
| (A) IaaS (B) PaaS | | | |
| (C) SaaS (D) XaaS | | | |
| 2. The cloud computing landscape rests on _____ pillars | 1 | 1 | 1 |
| (A) 4 (B) 3 | | | |
| (C) 2 (D) 5 | | | |
| 3. The frameworks for everyday personal computing devices, including smartphones and smart cards, are becoming _____ instead of issuer-centric | 1 | 1 | 1 |
| (A) User centric (B) Server-centric | | | |
| (C) Organization centric (D) IT centric | | | |
| 4. SME's requires cloud computing for which of the following services? | 1 | 1 | 1 |
| (i) Developing new products. | | | |
| (ii) Marketing B2B, B2C, C2B, and C2C. | | | |
| (iii) Search and reach clients online | | | |
| (A) (i) and (ii) (B) (ii) and (iii) | | | |
| (C) (i), (ii) and (iii) (D) (i) and (iii) | | | |
| 5. A _____ typically outsources most of its products and services. | 1 | 1 | 2 |
| (A) Large company (B) Virtual company | | | |
| (C) Medium company (D) Small company | | | |
| 6. Which cloud migration strategy allows business to completely rewrite and re-architect the application from the ground up on a PaaS provider's platform? | 1 | 1 | 2 |
| (A) Rehost (B) Replace | | | |
| (C) Rebuild (D) Refactor | | | |
| 7. _____ framework is designed to assist industries in maintaining the flow of their competitive success. | 1 | 1 | 2 |
| (A) Portar's strategy (B) D'Aveni's 7S | | | |
| (C) Porter's five forces (D) PEST Analysis | | | |
| 8. Which property of cloud needs to be focused more while moving the applications from on-premises to the cloud? | 1 | 1 | 2 |
| (A) unstable (B) colossal | | | |
| (C) exciting (D) transient | | | |
| 9. Why standardizing the open cloud architecture is not successful? | 1 | 1 | 3 |
| (A) Difficult to standardize (B) Absence of key players of cloud | | | |
| (C) No expert Available (D) High Cost | | | |

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|--|---|---|---|
| 10. What is the major benefits of Cloud System architecture? | 1 | 1 | 3 |
| (A) Modularity | | | |
| (B) Monolithic | | | |
| (C) Highly dependent processes | | | |
| (D) Reusable components | | | |
| 11. _____ is the radical redesign of business processes to achieve dramatic improvements in critical aspects like quality, output, cost, service, and speed. | 1 | 1 | 3 |
| (A) Business Process Management | | | |
| (B) Business Process Re-engineering | | | |
| (C) Business Process Optimization | | | |
| (D) Business Improvement Management | | | |
| 12. Select the business analysis model that measure competition intensity, attractiveness, and profitability of an industry | 1 | 1 | 3 |
| (A) SWOT Analysis | | | |
| (B) Porter's Five Forces | | | |
| (C) PEST Analysis | | | |
| (D) Business Process Management | | | |
| 13. _____ is a software distribution model in which a cloud provider hosts applications and makes them available to end users over the internet. | 1 | 1 | 4 |
| (A) Platform-as-a-service | | | |
| (B) Infrastructure-as-a-service | | | |
| (C) IT-as-a-Service | | | |
| (D) Software-as-a-service | | | |
| 14. User organizations will be well advised to thoroughly investigate the _____ issue in the cloud's utility infrastructure before making any commitment. | 1 | 1 | 4 |
| (A) Scalability | | | |
| (B) Reliability | | | |
| (C) Portability | | | |
| (D) Affordability | | | |
| 15. What is moved fully or partially by the IT enterprise into the cloud during Cloud migration process? | 1 | 1 | 3 |
| (A) Physical assets | | | |
| (B) Digital assets | | | |
| (C) Hardware resources | | | |
| (D) Communication resources | | | |
| 16. What is the risk of failure of the other people involved in business in credit, investment, and trading transactions is called? | 1 | 1 | 4 |
| (A) Reputational risk | | | |
| (B) Strategic risk | | | |
| (C) Counter-party risk | | | |
| (D) Operational risk | | | |
| 17. Identify the service model adopted by cloud computing to get benefit from the services provided to the user organization. | 1 | 1 | 5 |
| (A) Shared Service | | | |
| (B) Independent service | | | |
| (C) Mixed Service | | | |
| (D) Collaborative Service | | | |
| 18. _____ means that a consumer can request and receive access to a service offering, without an administrator or some sort of support staff having to fulfill the request manually. | 1 | 1 | 5 |
| (A) Monolithic services | | | |
| (B) On-premises Services | | | |
| (C) On-demand self-service | | | |
| (D) Centralized Service | | | |
| 19. Which technology supports the automated exchange of information between devices such as machines, vehicles or other equipment, both in the industrial as well as in the private environment? | 1 | 1 | 5 |
| (A) M2M | | | |
| (B) JIT | | | |
| (C) Cloud Based JIT | | | |
| (D) BPM | | | |
| 20. _____ is a law the U.S. Congress passed on July 30 of that year to help protect investors from fraudulent financial reporting by corporations. | 1 | 1 | 5 |
| (A) Oxley Act | | | |
| (B) Antifraud Act | | | |
| (C) Sarbanes-Oxley Act | | | |
| (D) Gartner's Act | | | |

PART - B (5 × 4 = 20 Marks)

Answer **any 5** Questions

Marks BL CO

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|--|---|---|---|
| 21. Explain why so many software and hardware companies have put their cloud at the core of their strategic plans? | 4 | 2 | 1 |
|--|---|---|---|

22. Why SMEs are more attracted towards cloud computing?	4	2	1
23. State the Key Differences Between SaaS, PaaS and IaaS?	4	2	2
24. List out the cloud System Architecture Primitives?	4	1	2
25. Define Porter's 3 Strategy?	4	1	3
26. With example describe the inventory management process that works with the goal to have the minimum amount of inventory on hand to meet demand.	4	2	4
27. Describe the Cloud Software for Asset Management	4	2	5

PART - C (5 × 12 = 60 Marks)

Marks BL CO

Answer all Questions

28. (a) Describe the impact of strategic Inflection point in the Information Technology. Is SIP being risk or opportunity? Justify your answer.	12	4	1
(OR)			
(b) Company A wants to adopt the cloud strategy in its business strategy, Identify the prerequisite for the company A to adopt cloud computing.			
29. (a) Explain the strategy suggested by Porter to achieve competitive advantage in the business.	12	2	2
(OR)			
(b) Compare and contrast the roles and responsibilities of Chief Information Officer (CIO) and Chief Technology Officer (CTO).			
30. (a) Develop an IT strategy to deliver on strategic business objectives in the business strategy?	12	4	3
(OR)			
(b) Mega Mart is now a well-established brand in Southern India that continues to grow with a vision to capture the global market. The company is planning to open its first location in Hyderabad and is very focused on developing a business model that will make it easy to expand quickly and that opens up the possibility of franchising. Develop the PEST analysis for establishing the new branch in Bombay.			
31. (a) Explain the technologies used by Machine-to-Machine and RFID Communications for smart healthcare monitoring system.	12	2	4
(OR)			
(b) Explain the Customer relationship management (CRM) for managing all your company's relationships and interactions with customers. Compare the benefits and challenges of having the Cloud based CRM with on-premises CRM.			
32. (a) Outline the clearly on Gartner's five pillars of benefit realization?	12	2	5
(OR)			
(b) Explain the framework that helps the organizations to meet business challenges in the areas of regulatory compliance, risk management and aligning IT strategy with organizational goals.			
