

**K.J. SOMAIYA INSTITUTE OF MANAGEMENT STUDIES & RESEARCH**

**MIM – III SEM.(2017-20 BATCH)  
(END TERM EXAM)**

**Subject: Business Development in IT**

**Max. Marks: 50**

**Time: 3 Hrs.**

**20/11/2018**

**Q1. Answer in Detail (10 Marks)**

Describe how Business Development takes place in IT industry. Describe the whole RFI to RFP to Proposal to Contract process, giving details of each of the artifacts

**Q2. Mark TRUE or FALSE (5 Marks)**

1. As part of Risk Management it is important to Identify, classify and Mitigate Risk
2. It is possible a business can run without Risk
3. During negotiations clearly focus on what you want, don't bother what the other party's contentions are
4. No Tactics or "Trick" can replace the value of proper preparation and planning before negotiation
5. In account plan it is important to map people from client's organization with people from your organization
6. It is a good practice to do a Root Cause Analysis in case a deal is lost
7. RFP is an artifact sent from "Vendor / IT Company" to "Customer/Client"
8. Contract is an artifact signed by both "Vendor / IT Company" and "Customer/Client"
9. You only Bid for an RFP only when you are sure that you will win it.
10. Invoicing and collections are functions of Business Development Team

**Q3. Select the appropriate option from the Bracket (5 Marks)**

1. The purpose of RFI is to (select the final vendor / short List vendors)
2. The correct Order is
  - a. "RFI" then "RFP" then "Proposal"
  - b. "RFI" then "Proposal" then "RFP"
  - c. "RFP" then "Proposal" then "RFI"
  - d. "RFP" then "RFP" then "Proposal"
3. Taking Insurance is an example of risk (Accept / Control / Transfer / Avoid )
4. Slowdown in economy can be (just a threat / just an opportunity / threat as well as opportunity)
5. Correct order is
  - a. "Leads" convert to "Prospects" which then convert to "opportunity"
  - b. "Leads" convert to "opportunity" which then convert to "Prospects"

- c. "Prospects" convert to "Leads" which then convert to "opportunity"
- d. "opportunity" convert to "Leads" which then convert to "Prospects"

**Q4. Answer in Brief (Any 5) marks)**

**(10**

1. Why sometimes a risk is kept in monitor state
2. Compare the Top Down and Bottom up Business Development Approach
3. What is a "USP" or "Winning Strategy" or "Win Theme" in a proposal
4. Explain with examples, what can come under "Creating Value" for a company?
5. Explain in brief the "Change Form" and "Change Log", which are created as part of Change Management Process

**Q5. Answer in Detail (Any 4) Marks)**

**(20**

1. Explain the four risk mitigations strategies viz. Avoid, Control, Transfer, Accept. Give at least one example of each. What should be the order of preference among them while deciding mitigation plan for any risk?
2. What are five important sections of an Account Plan? describe each briefly
3. Discuss the four stages in negotiations viz. Prepare, Plan, Negotiate, Implement the Agreement
4. Explain what are MSA and SOW and what goes in each
5. Describe the Deal Review Process and what purpose it serves
6. What are sources of business Leads? Explain how do alliances/partnerships help in generating business?

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