

K.J. SOMAIYA INSTITUTE OF MANAGEMENT STUDIES & RESEARCH  
MMS / PGDM (ELECTIVE) – VI 2016 – 18 BATCH  
IT BUSINESS DEVELOPMENT

Maximum Marks: 50

Duration: 2 hours

13/04/2018

NOTE:

1. Section 1 is compulsory (10 marks)
2. Attempt any FOUR questions from Section 2 (each question carries 5 marks)
3. Attempt any TWO questions from Section 3 (each question carries 10 marks)

**Section 1:**

Single/Multiple choice questions

1. Qualifying a new market entry and supporting M&A activities are a part of which task –
  - a. Investigate strategic options
  - b. Evaluate strategic projects
  - c. Orchestrate strategic management
2. B.D is creation of long term value for an organization from –
  - a. Customers
  - b. Markets
  - c. Relationships
  - d. All of the above
3. People want to do what others do – it gives them comfort that they are making the right decision. You need to show that you have created results for others and that good, respected companies buy your services. Which type of influence is this?
  - a. Liking
  - b. Authority
  - c. Social proof
  - d. Scarcity
4. The Draft Plans from Qualification is an input for –
  - a. Opportunity Identification
  - b. Opportunity qualification
  - c. Capture
  - d. Post submission
5. If a customer send an external vendor a list of Requirements, Non Functional Requirements (NFRs), Scope, Out of Scope, Pain Area(s), Restrictions / Limits and Timelines, what document is this information sent in –
  - a. RFI
  - b. RFP
  - c. Proposal
  - d. Statement of Work (SOW)
6. The purpose of demand management is to –
  - a. Understand customer demand for services

- b. Anticipate customer demand for services
  - c. Influence customer demand for services
  - d. All of the above
7. Core 4 BD activities are –
- a. BD
  - b. Work product
  - c. Keeping current clients happy
  - d. Admin tasks
  - e. Family time
  - f. Personal development
8. B.D is a mix of which all activities –
- a. Sales
  - b. Marketing
  - c. Negotiations
  - d. Networking
  - e. Project Management
  - f. Contract Review
  - g. Operations Management
9. A successful BD unit solve 3 tasks – Investigate strategic options, Evaluate strategic projects and orchestrate strategic management
- a. True
  - b. False
10. Arrange the documents in the order of their creation–
- a. RFP
  - b. Proposal
  - c. Statement of work
  - d. RFI
  - e. Invoice

## **Section 2:**

**Question 1.** Define Business Development. How is Sales different from Business development (4 points minimum)

**Question 2.** Your services firm benefits when you visualize a world in which you create your destiny in the marketplace and approach it proactively. Explain the damaging gaps in Business Development whilst explaining reactive and proactive business development.

**Question 3.** Successful business development plays an integrative role in modern organizations – bridging the gap between strategic intent and organizational execution. If this is correct, what are the tasks and the sub-tasks, a successful business development unit solve?

**Question 4.** Explain business development management and the qualities of a firm with a successful BDM.

**Question 5.** Describe the activities that make a measurable difference to your efficiency, effectiveness and productivity (a.k.a Core 4)

**Question 6.** How will you identify different influences used in any organization? List, explain and provide an example.

**Question 7.** How do you detect and influence the demand that customers have on IT services?

**Section 3:**

**Question 1.** Exhibit a typical business development lifecycle and describe its stages.

**Question 2.** Explain the phases of Business development lifecycle

**Question 3.** What is a negotiation? Describe its phases in detail

**Question 4.** While managing the risks during Risk Management exercise, which are the three Things that Can Throw Your Plan off Balance. What can happen? What to consider? What to do?