

K.J. SOMAIYA INSTITUTE OF MANAGEMENT STUDIES & RESEARCH

Subject: Business Development of IT

PGDM (IB) – ELECTIVE – VI (2017-19)

Date : 12/04/2019

Time : 3 Hours

Marks : 50

Q1. Answer in Detail (All Questions Compulsory)

(20 Marks)

1. Describe in details, 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
2. What is the purpose of Account Plan? What are five important sections of an Account Plan? describe each briefly

Q1. Mark TRUE or FALSE (All Compulsory)

(5 Marks)

1. Risk is when any incidence is sure to happen
2. It is possible a business can run without Risk
3. Negotiations always happens on Price
4. In account plan it is important to map people from client's organization with people from your organization
5. It is a good practice to do a Root Cause Analysis in case a deal is lost
6. RFP is an artifact sent from "Vendor / IT Company" to "Customer/Client"
7. Contract is an artifact signed by both "Vendor / IT Company" and "Customer/Client"
8. "Not Understanding the requirements" is one of the common reasons for losing a proposal
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

Q2. Select the appropriate option from the Bracket (All Compulsory Marks)

(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. For a Risk to exists there has to be (two things "Uncertainty & Possibility of Loss" / only one thing "Possibility of Loss")
4. Taking Insurance is an example of risk (Accept / Control / Transfer / Avoid)

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"

Q3. 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. Explain when RFI is floated. Describe briefly any 2 sections of RFI
4. What is a "USP" or "Winning Strategy" or "Win Theme" in a proposal
5. Explain with examples, what can come under "Creating Value" for a company?
6. Explain in brief the "Change Form" and "Change Log", which are created as part of Change Management Process

Q4. Answer in Detail (Any 2) Marks)

(10

1. Explain with example, "RAID"
2. 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?
3. Explain what are MSA and SOW and what goes in each
4. Describe the Deal Review Process and what purpose does it serve