

PGDM (IBM), 2013-15

Business Analysis

INS-304

Trimester – III, Supplementary Examination: September 2014

Time allowed: 2 Hrs 30 Min

Max Marks: 50

Roll No: _____

Instruction: Students are required to write Roll No on every page of the question paper, writing anything except the Roll No will be treated as **Unfair Means**. In case of rough work please use answer sheet.

Section A

Short Questions: Attempt any three out of five

(5 Marks Each)

- Q1. Explain the Core requirement components
- Q2. Explain Software Testing Life Cycle.
- Q3. Differentiate between the role of a Project Manager and a Business Analyst
- Q4. Explain Vendor Relationship Life Cycle
- Q5. Who is a stakeholder? Explain the different types of stakeholders in an IT Project

Section B

Long Questions: Attempt any two questions out of three

(10 marks each)

- Q1. What can be the reasons for funding the project? Explain briefly.
- Q2. Explain Software Development Life Cycle (SDLCs). Explain any four types of SDLCs.

(Please Turn Over)

Q3. Explain Business Case with example

Section C

Compulsory Case Study

(15 Marks)

Each day, customer service representatives come to their desks, wait for their phones to ring, and then answer the questions that are posed. Most of the questions are ones that they have answered before. Some of the answers or problem resolutions may require a database search of a knowledge base or logging into a customer service system. A call log is updated. As each call is completed, the customer service representative has finished one task and is ready for another. When a rep is on call, he or she is completely focused on that task. There is no multitasking in this role. At the end of the customer service representative's day, after the last call is completed, he or she leaves work with a virtually empty desk. The customer rep doesn't have to plan what will be done the next day because every day is basically the same. There really are no projects going on in this business area.

Now, management has decided to develop the new customer service call logging system and you are chosen to do the Business Analyst role in this project.

- 1) What would be your role and contribution as a Business Analyst?
- 2) Who would be your Subject Matter experts in this project and how would you deal with them?
- 3) How would you perform elicitation and what techniques of elicitation you would apply here and why?