

Information Technology and Strategic Management : May 2007

Roll No.....

Total No. of Questions— 8]

[Total No. of Printed Pages—2

Time Allowed : 3 Hours

Maximum Marks : 100

Section—A : Information Technology

Answers to questions are to be given only in English except in the cases of candidates who have opted for Hindi medium. If a candidate who has not opted for Hindi medium, answers in Hindi, his answers in Hindi will not be valued.

Answer **all** Questions.

- | | Marks |
|--|--------|
| 1. (a) Describe briefly, the following terms:
(i) Touch Screen
(ii) Switch
(iii) Data Centre
(iv) Data Dictionary
(v) URL | 5 |
| (b) Explain each of the following:
(i) Cache Memory
(ii) Boot Record
(iii) Spooling Software
(iv) Internet Browser
(v) Index Field. | 5 |
| 2. Answer any two:
(a) Describe DDL and DML.
(b) Explain Electronic Data interchange and its advantages.
(c) Describe the various characteristic of client/server technology. | 2x5=10 |
| 3. (a) Discuss various Data transmission modes.
(b) What are the management problems of file processing system? | 4+6=10 |
| 4. A University has 3,000 students. These students are divided in four categories:
(i) B. Tech (ii) M. Tech
(iii) M.S. (ii) Ph.D. | 10 |

Draw a flow chart for finding the percentage of the students in each category.

- | | |
|--|--------|
| 5. Write short notes on the following:
(i) Expert system.
(ii) Blue tooth. | 2x5=10 |
|--|--------|

Section—B : Strategic Management

Attempt all questions

- | | |
|--|-------|
| 6. State with reasons which of the following statements is correct/incorrect. (Attempt any three statements)
(a) The basic objective of a business enterprise is to monitor the environment.
(b) The first step of strategy formulation in strategic management model is to undertake internal analysis.
(c) The main focus of six sigma is on the shareholders.
(d) Functional level constitutes the lowest hierarchical level of strategic management. | 3x2=6 |
|--|-------|

(e) Retrenchment implies downsizing of business.

P.T.O.

(2)

Marks

7. Briefly answer any two of the following question in 2–3 sentences each: 2x2=4
- (a) What is a mission statement?
- (b) In B.C.G. matrix for what the metaphors like stars, cows and dogs are used?
- (c) What are forward and backward integration?
8. What do you understand by 'Strategy'? Explain the four generic strategies as discussed by Glueck and Jauch. 10
9. Define each of the following and analyse its role in strategic implementation: 4x2½=10
- (a) B.P.R. (b) ERP
- (c) Benchmarking (d) Value chain.
10. DD is the India's premier public service broadcaster with more than 1,000 transmitters covering 90% of the country's population across an estimated 70 million homes. It has more than 20,000 employees managing its metro and regional channels. Recent years have seen growing competition from many private channels numbering more than 65, and the cable and satellite operators (C & S). The C & S network reaches nearly 30 million homes and is growing at a very fast rate. 20

DD's business model is based on selling half-hour slots of commercial time to the programme producers and charging them a minimum guarantee. For instance, the present tariff for the first 20 episodes of a programme is Rs. 30 lakhs plus the cost of production of the programme. In exchange the producers get 780 seconds of commercial time that he can sell to advertisers and can generate revenue. Break-even point for producers, at the present rates, thus is Rs. 75,000 for a 10 second advertising spot. Beyond 20 episodes, the minimum guarantee is Rs. 65 lakhs for which the producer has to charge Rs. 1,15,000 for a 10 second spot in order to break-even. It is at this point the advertisers face a problem – the competitive rates for a 10 second spot is Rs. 50,000. Producers are possessive about buying commercial time on DD. As a result the DD's projected growth of revenue is only 6-10% as against 50-60% for the private sector channels. Software suppliers, advertisers and audiences are deserting DD owing to its unrealistic pricing policy.

DD has three options before it. First, it should privatise, second, it should remain purely public service broadcaster and third, a middle path.

The challenge seems to be to exploit DD's immense potential and emerge as a formidable player in the mass media.

- (i) What is the best option, in your view, for DD?
- (ii) Analyse the SWOT factors the DD has.
- (iii) Why to you think that the proposed alternative is the best?



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