

Reg. No.....

Total No. of Printed Pages:2

Total No. of Questions: 10

Maximum Marks: 100

Time Allowed: 3 hours

ITSM – IP – 04

Answer all Questions

1. (a) Describe briefly the following terms: (5×1 = 5 marks)
- (i) Subroutine
 - (ii) Multiplexer
 - (iii) Transaction log
 - (iv) Light pen
 - (v) Screen Resolution
- (b) Explain each of the following (5× 1 = 5 marks)
- (i) CRM
 - (ii) Off – line storage
 - (iii) Spooling Software
 - (iv) Cache memory
 - (v) Proxy Server
2. (a) How has OSI facilitated the communication of heterogeneous hardware or software platforms. Explain in brief. (7 marks)
- (b) Explain different types of data communication modes briefly (3 marks)
3. (a) What is file organization? Describe different types of file organization in brief (5 marks)
- (b) Define different types of database structure (5 marks)
4. (a) Write short notes on EDI. Write about the advantages. (5 marks)
- (b) Describe different types of electronic payment systems in brief. (5 marks)
- (10 Marks)
5. Draw a flowchart for computing the income tax payable on the income of an individual as per the following rates –

First Rs.1,00,000	NIL
Next Rs.50,000	10%
Next Rs.1,00,000	20%
Balance Amount	30%

A surcharge is payable on the tax computed @ 10% if the income exceeds Rs.10,00,000. Education Cess of 2% is payable on Income Tax Payable.

Section-B Strategic Management

6. State with reasons which of the following statements are correct / incorrect (3×2 = 6 marks)
- (a) Balanced score card serves both financial and strategic purposes.
 - (b) Market penetration ignores competition.
 - (c) The main focus of six sigma is on the shareholders.
- 7.
- (a) What is bench marking? What are the areas where benchmarking can help? (5 marks)
 - (b) What is meant by functional strategic? In term of level will you put them? Are functional strategies really important for business? (5 marks)
8. (a) Discuss in brief the contribution of Glueck and Jauch in generic strategic alternatives (5 marks)
- (b) Discuss general electric model of analyzing business portfolio (5 marks)
9. (a) What is strategic vision? What are its elements? (4 Marks)
- (b) Briefly Explain Macro Environmental factors that affect an organizations Strategy (5 marks)

10.

Meters Limited is a company engaged in the designing, manufacturing, and marketing of instruments like speed meters, oil pressure gauges, and so on, that are fitted into two and four wheelers. Their current investment in assets is around Rs. 5 crores and their last year turnover was Rs. 15 crores, just adequate enough to breakeven. The company has been witnessing over the last couple of years, a fall in their market share prices since many customers are switching over to a new range of electronic instruments from the range of mechanical instruments that have been the mainstay of Meters Limited.

The company has received a firm offer of cooperation from a competitor who is similarly placed in respect of product range. The offer implies the following:

- transfer of the manufacturing line from the competitor to Meters Limited;
- manufacture of mechanical instruments by Meters Limited for the competitor to the latter's specifications and brand name; and
- marketing by the competitor.

The benefits that will accrue to Meters Limited will be better utilization of its installed capacity and appropriate financial compensation for the manufacturing effort.

The production manager of Meters Limited has welcomed the proposal and points out that it will enable the company to make profits. The sales manager is doubtful about the same since the demand for mechanical instruments is shrinking. The Chief Executive is studying the offer.

- (a) What is divestment strategy? Do you see it being practised in the given case? Explain. (5 Marks)
- (b) What is stability strategy? Should Meters Limited adopt it? (5 Marks)
- (c) What is expansion strategy? What are the implications for Meters Limited in case it is adopted? (5 Marks)
- (d) What is your suggestion to the Chief Executive? (5 Marks)