

Roll No.

Total No. of Questions – 14

Total No. of Printed Pages – 4

Time Allowed – 3 Hours

Maximum Marks – 100

AMC

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

Answers to Sections A and B should be given in separate sets of answer-books.

SECTION – A

Question No. 1 is compulsory.

Answer any **five** questions from the rest.

Marks

1. ✓ Answer all following questions in brief : 5 × 2 = 10
- (a) What is importance of Address bus on a mother board ?
 - (b) Explain the difference between 'Static RAM' and 'Dynamic RAM'.
 - (c) What do you mean by 'Partitioned Database' ?
 - (d) Describe the functions of layers in TCP/IP protocol.
 - (e) What is the difference between Off-line and Real time Data warehouse ?
2. ✓ (a) Describe any four important functions of an Operating System. 4
- (b) What do you mean by OMR ? Explain its working principle. 4
3. ✓ (a) Discuss the important features of Index sequential file organisation method. 4
- (b) What are the functions of Data manipulation language used in DBMS ? 4
4. ✓ Write the important characteristics of a Client-Server technology. 8
5. What do you mean by term flow chart ? Draw a program flow chart to find the sum of first 50 odd numbers. 2 + 6 = 8
- n, s,*
- Q. (a) Explain the functions of a Communication Software. 4
- (b) Explain, how a Electronic Data Interchange works ? 4

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7. Answer any **four** questions :

4 × 2 = 8

- (a) What is URL ? Explain its format with suitable example.
- (b) Explain the meaning of Web casting.
- (c) What is Program debugging ? Explain it briefly.
- (d) Write the features of Synchronous transmission.
- (e) Explain the concept of Object Oriented Programming.

SECTION – B

Question number 8 is compulsory.

Attempt any **five** questions from the rest.

8. Read the following case and answer the questions given at the end :

Godrej, still managed by a family board, is a 113-year-old brand and has a great brand value. But younger generation's reaction has been – “it's my parents' or my grandparents' brand. Hence the Group launched a rebranding exercise in 2008, the most visible part being a new logo, uniform across all group companies. It has well diversified businesses – cyclical (property : owning 3000 acres in Mumbai's Vikhroli alone, Ahmedabad, Pune and Kalyan), stable (fast moving consumer goods), rural (Agrovat stores) and urban (organised retail stores-Nature's Basket, domestic appliances and furniture). The group sells fatty acids to tyre manufacturers; animal feed to 1,00,000 farmers; and premium wine in Mumbai and Delhi. Its customers range from five-year olds (nutrine), ageing man (hair dye), to housewives (soaps & locks), IT companies (renting sprawling spaces), to Government of India (like rockets for Chandrayan), and to 50,000 barbers (Godrej dye). But it abstains in new-age, sunrise industries like health care and information technology.

Godrej Consumer Products Limited (GCPL) has adopted a '3 by 3' strategy, sticking to emerging markets in three regions – Asia, Africa and Latin America as their culture, tastes and even skin colours are quite similar to India and in three categories – personal care, hair-care and insecticides. Since 2005, GCPL has made seven acquisitions, including its biggest acquisition of Indonesia's Megasari Group for ₹ 1200 crore, in 2010. “Acquisitions overseas add status and pedigree to brand-owners in the domestic market” says an expert. Prashant Goenka (Emami) questions “When Indian companies such as Dabur, Godrej and Marico can make it big in international markets, why can't Emami ?” Anil Chug (Wipro) says, “by having a presence in multiple markets our risk assessment is neutralized”. Marico's Harish opines- “the global play has helped Marico expand its footprint and given it another avenue for growth.”

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Recently Godrej's top honchos toured the hinterlands, an indicator of the renewed focus on consumer. To reach out to new customers, especially in rural India, it has gone in for destructive innovation. The group has been manufacturing refrigerators for more than 50 years, but its penetration has been only 18%. It found out that people do not need a 180 litre fridge due to space and cost constraints. It came out with 'Chotukool' – a square 45 litre minifridge priced at just ₹ 3,250. Another example of destructive innovation is the launch of 'U & Us' – a 'by appointment' design studio where customers co-design their furniture as customers see furniture as an extension of their personality. Thus Godrej group is transiting from manufacturing-oriented to consumer oriented.

Questions :

- (i) What are the strengths of Group Godrej ? 3
- (ii) What are the weaknesses of Group Godrej ? 3
- (iii) What is the Group Godrej's perception with regard to innovation and consumers now ? 3
- (iv) Why do firms go global ? 6

9. (a) State with reasons which of the following statements is correct or incorrect. $2 \times 2 = 4$

- (i) Not-for-profit organizations are not required to have a strategy.
- (ii) Control systems run parallel with strategic levels.

(b) Fill in the blanks in the following statements with the most appropriate word :

$3 \times 1 = 3$

- (i) "In the factory, we make cosmetics. In the drugstore, we sell hope."
- (ii) Product Life Cycle portrays the distinct life/stage in the sales history of a product.
- (iii) Vision is always future oriented.

10. Explain the meaning of the following strategies and also give suitable examples (one each) :

- (i) Forward Integration
- (ii) Backward Integration
- (iii) Horizontal Integration
- (iv) Conglomerate Diversification
- (v) Divestment
- (vi) Liquidation
- (vii) Concentric Diversification

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11. (a) ✓ Aurobindo, the pharmaceutical company wants to grow its business. Draw Ansoff's Product Market Growth Matrix to advise them of ~~the~~ available options. 4
- (b) ✓ To which industries the following development offers opportunities and threats ?

 'The number of nuclear families, where husband and wife both are working, is fast increasing'. 3
12. X 'The growing use of the internet by businesses and consumers is changing the competitive scenario.' Identify the characteristics of the E-commerce environment doing so. 7
13. Distinguish between the following :
(a) Top-Down and Bottom-Up Strategic Planning. ✓ 4
(b) The Three Levels of Strategy Formulation. ✓ 3
14. Write short notes on the following :
(a) Network structure 4
(b) Elements of Marketing Mix 3

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