

Roll No.

Total No. of Questions – 14

Time Allowed – 3 Hours

Total No. of Printed Pages – 4

Maximum Marks – 100

QSK

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.

Answer 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. (a) Convert the following from one number system to another number system alongwith the working notes : | 2×2
=4 |
| (i) $(246.125)_{10} = ()_2$ | |
| (ii) $(10111011.101)_2 = ()_{10}$ | |
| (b) Answer the following questions in brief : | 3×2
=6 |
| (i) Explain 'Smart Cards'. | |
| (ii) Define VDSL connection. | |
| (iii) Differentiate between Parallel Port and Serial Port. | |
| 2. (a) What is Database ? What are the benefits of Database Management Solution ? | 4 |
| (b) Discuss the intrinsic benefits of internet. | 4 |
| 3. (a) Discuss in brief various data transmission modes. | 4 |
| (b) What is language translator ? | 4 |

QSK

P.T.O.

(2)

QSK

Marks

4. (a) Describe briefly salient features of Data Centres. 4
(b) Discuss the various reporting tools available in Data Warehouse. 4
5. (a) Define Expert System. Discuss various advantages of an Expert System. 4
(b) Describe the advantages of Optical Character Reading. (OCR) 4

6. A housing society having 400 members pay electricity bills at the following rates : 8

No. of units consumed	Charges/unit
	(₹)
For the first 200 units	2.65
For the next 300 units	3.90
Over 500 units	4.75

Surcharge @ 5% of the bill is to be added to the charges.

Draw a flow chart which will read the house number and the number of units consumed. Print the total charges with the house number and the units consumed.

7. Describe briefly any **four** terms : 4×2 =8
- (a) Dependent Data Mart
(b) Multiplexer
(c) Virtual Private Network (VPN)
(d) Electronic Fund Transfer
(e) Blu Ray Disc

SECTION – B

Question Number 8 is compulsory. Answer any **five** questions from the rest.

8. (a) Elaborate the characteristics of Business Environment with reference to Decision Making. 3
(b) Industry is a composite of competitive pressures in five areas of the overall market. Briefly explain the competitive pressures. 3

QSK

(3)

QSK

Marks

- (c) You are appointed as a Strategic Manager by XYZ Co. Ltd. Being a Strategic Manager what should be your tasks to perform ? 3
- (d) Successful implementation of any project needs additional funds. What are the different sources of raising funds and their impact on the financial strategy which you as a Financial Manager will consider ? 3
- (e) Describe briefly the use of Strategic Management techniques in Educational Institutions. 3
9. (a) State with reasons which of the following statements is correct or incorrect : 2×2
=4
- (i) The process of strategy avoids matching potential of the organization with the environment opportunities.
- (ii) The role of human resource manager is significant in building up core competency of the firm.
- (b) Fill in the blanks in the following statements with the most appropriate word : 3×1
=3
- (i) Strategic Management is not a box of tricks or a bundle of techniques. It is analytical thinking and _____ of resources to action.
- (ii) Benchmarking is a process of continuous improvement in search for _____ advantage.
- (iii) Divestment is a part of rehabilitation and is adopted when a _____ has been attempted but has proved to be unsuccessful.
10. Explain the meaning of the following concepts : 7×1
=7
- (i) Joint Venture
- (ii) Service Marketing
- (iii) Value Chain Analysis
- (iv) Enlightened Marketing
- (v) Strategic Vision
- (vi) Person Marketing
- (vii) Logistic Strategic

QSK

P.T.O.

(4)

QSK

Marks

11. (a) In the light of BCG Growth Matrix state the situation under which the following strategic options are suitable : $4 \times 1 = 4$
- (i) Build
 - (ii) Hold
 - (iii) Harvest
 - (iv) Divest
- (b) Explain the strategic role of Human Resources Management in the following areas : $3 \times 1 = 3$
- (i) Facilitation of Change
 - (ii) Building Core Competency
 - (iii) Development of Work Ethics and Culture.
12. (a) What is Strategic Decision Making ? Briefly explain the major dimensions of strategic decisions. $1+3 = 4$
- (b) What are the requirements for the successful implementation of supply chain management system ? Discuss. 3
13. Distinguish between the following :
- (a) Micro Environment and Macro Environment. 4
 - (b) Concentric Diversification and Conglomerate Diversification. 3
14. Write short notes on the following : $4+3 = 7$
- (a) Role of IT in Business Process Reengineering.
 - (b) Importance of Corporate Culture.

QSK