

Test Series: March, 2012

MOCK TEST PAPER – 2

IPCC/PCC: GROUP – II

PAPER – 7/6: INFORMATION TECHNOLOGY AND STRATEGIC MANAGEMENT

SECTION – A: INFORMATION TECHNOLOGY

Question No.1 is compulsory.

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

Time Allowed – 1½ Hours

Maximum Marks – 50

1. Briefly discuss each of the following questions.
 - (a) What is the importance of Control Unit?
 - (b) Differentiate any two concepts between 3rd GLs and 4th GLs.
 - (c) Discuss any two relational database keys.
 - (d) Differentiate between circuit and packet switching.
 - (e) What do you understand by Bullwhip effect in Supply Chain Management?

(2 x 5 =10 Marks)
2.
 - (a) State any four advantages & disadvantages of Direct Access Storage. (4 Marks)
 - (b) A disk has 48 plates, each having 4000 tracks. Each track is divided into 200 sectors per track, and each sector can store 1024 bytes. Calculate the total no. of bytes(GB) a disk can store on both sides of the disk surface. (4 Marks)
3.
 - (a) Discuss the salient features of Hierarchical database structure. (4 Marks)
 - (b) Discuss various stages involved in the process of Data Mining. (4 Marks)
4.
 - (a) Describe the important characteristics of client/server technology. (4 Marks)
 - (b) Discuss in brief, various steps in implementation of network security program. (4 Marks)
5. (a) A bicycle shop in a city hires bicycles by the day at different rates for different models as given below:

Model No.	Hire rate per day (Rs.)
Model No. 1	14.00
Model No. 2	12.00
Model No. 3	10.00

In order to attract customers, the shopkeeper gives a discount on the number of days a bicycle is hired for. The policy of discount is as given below:

No. of days	Discount rate (%)
1- 5	0.00
6- 10	8
11 and over	15

For every bicycle hired, a deposit of ₹ 30.00 must be paid.

Develop a flow chart to print out the details for each customer such as name of the customer, bicycle model number, number of days a bicycle is hired for, hire charges, discount and total charges including deposits.

- (b) Discuss the advantages and disadvantages of using decision table over flow charting. (4 Marks)
6. (a) What are the advantages of EDI? Explain in brief. (4 Marks)
 - (b) Explain general management concerns in E-commerce. (4 Marks)
7. Write short notes on any **four** of the following. (2 x 4 = 8 Marks)
 - (a) Spooling Software
 - (b) DDL
 - (c) ISDN
 - (d) Bluetooth
 - (e) Extranet

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PAPER –7/6: INFORMATION TECHNOLOGY AND STRATEGIC MANAGEMENT

SECTION – B: STRATEGIC MANAGEMENT

Question No.1 is compulsory.

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

Time Allowed – 1½ Hours

Maximum Marks – 50

1. (a) “A book publisher and a magazine editor both have different objectives but an identical mission.” How? (3 Marks)
- (b) Can an organization simultaneously achieve cost leadership and differentiation? Explain? (3 Marks)
- (c) Enterprise pursues multiple objectives rather than a single objective. Identify the business objectives and explain them. (3 Marks)
- (d) Under what conditions would you recommend the use of Turnaround strategy in an organization? (3 Marks)
- (e) Can a change in the elected government affect the business environment? Explain. (3 Marks)
2. (a) State with reasons which of the following statements is correct/incorrect:
 - (i) Control systems run parallel with strategic levels.
 - (ii) Human resource management aids in strategic management. (2 × 2 = 4 Marks)
- (b) Fill in the blanks in the following statements with the most appropriate word:
 - (i) _____ are conceptually defined clusters of competitors that share similar strategies.
 - (ii) _____ facilitate organization of multi-businesses.
 - (iii) The main focus of six sigma is on the _____. (3 × 1 = 3 Marks)
3. Write short notes on the following:
 - (a) Demarketing (2 Marks)
 - (b) Retrenchment strategy (2 Marks)
 - (c) Strategic vision (3 Marks)

- 4 Distinguish between the following:
- (a) Logistic and supply chain management (4 Marks)
 - (b) Micro and macro environment (3 Marks)
5. How information technology plays a role in reengineering the business process?(7 Marks)
6. Explain in brief the various types of strategic control. (7 Marks)
7. An organization wants to start a new business and would like to understand the structure of competition in the industry. Identify the factors that an organization should analyze. (7 Marks)