

Roll No.

Total No. of Questions – 14

Total No. of Printed Pages – 4

Time Allowed – 3 Hours

Maximum Marks – 100

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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. Answer all the following questions in brief :	5×2 =10
(a) What is fat client / fat server ?	
(b) Differentiate volatile and non-volatile memory.	
(c) What is Computer Output Microfilm (Microfiche) ?	
(d) Define Entity and Relationship.	
(e) What is WiFi ?	
2. (a) Explain the different types of database backups.	4
(b) What are the components of Decision Support System ?	4
3. (a) What are the requirements of LAN ?	4
(b) Describe the components of Intrusion Detection Systems.	4
4. (a) Describe the factors in determining the best file organization.	4
(b) Explain the distinct steps in "Document Imaging".	4

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P.T.O.

(2)

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Marks

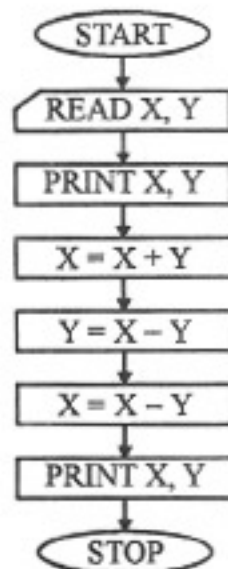
5. (a) Differentiate between Third-Generation Languages (3 GLs) and Fourth-Generation Languages (4 GLs). 4
- (b) Describe the advantages and disadvantages of machine language or first generation languages. 4

6. For the flow chart given below : 4,3,1

- (a) Print the output displayed for using the given two sets of data :

	X	Y
1 st Set :	15	20
2 nd Set :	35	30

- (b) What interpretation do you make from the instructions given in the flow chart ?
- (c) Comment about the storage of the variables used in the instructions of the flow chart.



7. Describe briefly any four terms : 4×2 =8
- (a) Bluetooth
- (b) Primary Key
- (c) Conventions or rules of a Protocol
- (d) ASCII Code
- (e) Device Drivers

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SECTION – B

Question No. 8 is compulsory.

Answer any five questions from the rest.

8. (a) "Environment is the sum of several External and Internal forces that affect the functioning of business." Explain. 3
- (b) Briefly explain the importance of Strategic Management. 3
- (c) Specify the steps that is needed to initiate & bring changes in the strategic building of any organization. 3
- (d) Being a strategic professional, analyze and redesign the work force in the context of business process reengineering. 3
- (e) Elaborate the interrelationship between strategy formulation and implementation. 3
9. (a) State with reasons which of the following statements is correct or incorrect : 2×2 =4
- (i) Developing annual objectives & short-term strategies that are compatible with the selected set of long-term objectives are one of the major task of strategic management.
- (ii) E-commerce technology opens up a host of opportunities for reconfiguring industry and company value chains.
- (b) Fill in the blanks in the following statements with the most appropriate word : 3×1 =3
- (i) Strategy is a deliberate reach for a plan of action that will develop a business _____ and compound it.
- (ii) Market penetration refers to a _____ where the business focuses on selling existing products into existing market.
- (iii) Total Quality Management is a people focused management system that aims at continual increase in _____ at continually lower real cost.

(4)

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2
10. Explain the meaning of following concepts :

7×1
=7

- (i) Production System
- (ii) Differential Marketing
- (iii) De-marketing
- (iv) Directional Strategies
- (v) Cost Leadership Strategies
- (vi) Market Penetration
- (vii) Strategic Group Mapping

11. (a) Elaborate the following principles that guide the Total Quality Management Philosophy : 3×1
=3

- (i) Universal Quality Responsibility
- (ii) Preventing Rather than Detecting Defects
- (iii) Continuous Improvement and Learning

(b) What is strategic control ? Briefly explain the different types of strategic control. 1+3
=4

12. (a) Explain briefly the role of culture in promoting better strategy execution. 4

(b) Describe two environmental changes that you expect to have a major impact on the industry : 3×1
=3

- (i) Retail Industry
- (ii) Automobile Industry
- (iii) Education Industry

13. Distinguish between the following :

- (a) DMAIC and DMADV Methodology of Six Sigma 4
- (b) Expansion Strategy and Retrenchment Strategy 3

3 14. Write short notes on the following : 4+3
=7

- (a) Elements Considered for Situational Analysis
- (b) Role of Global Industries

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