

Test Series: September, 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. Answer all the following questions in brief.
 - (a) What is the importance of Address bus on a mother board?
 - (b) What do you understand by Data Independence?
 - (c) Differentiate between Client-Server and Peer-to-peer network models.
 - (d) Discuss Internet Protocol Suite in brief.
 - (e) What is a Data Centre? (5 x 2 = 10 Marks)
2.
 - (a) What are the functions of a "Control Unit" of a CPU? (4 Marks)
 - (b) Discuss the components of DBMS. (4 Marks)
3.
 - (a) Name the various characteristics of storage on which storage devices can be classified. (4 Marks)
 - (b) Explain the term "Operating Systems". What are the basic functions of Operating System? (4 Marks)
4.
 - (a) Differentiate between Asynchronous and synchronous Transmission. (4 Marks)
 - (b) Discuss the advantages and disadvantages of Magnetic Disk. (4 Marks)
5. 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 (₹)
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 Rs. 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. *(8 Marks)*

6 (a) Discuss Uniform Resource Locators (URLs). *(4 Marks)*

(b) Discuss the Internet's role in E-Commerce. *(4 Marks)*

7. Write short notes on any **four** of the following.

(a) Clock Speed

(b) Multiprocessing

(c) Server

(d) Dumb Terminal

(e) Shareware

(4 × 2 = 8 Marks)

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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) Under Porter's five forces model, substitutes are the latent source of competition. Explain. (3 Marks)
- (b) Globalization means different things to different people. Elucidate the statement. (3 Marks)
- (c) Why is it necessary to do a SWOT analysis before selecting a particular strategy for a business organization? (3 Marks)
- (d) How does HRM function play a role in organizational strategy? (3 Marks)
- (e) How internet has helped business? (3 Marks)
2. (a) State with reasons which of the following statements is correct/incorrect:
 - (i) Publicity is a non-personal form of promotion similar to advertising.
 - (ii) Key success factors vary from industry to industry. (2 × 2 = 4 Marks)
- (b) Explain the meaning of the following concepts:
 - (i) Total Quality Management.
 - (ii) Business Process Reengineering.
 - (iii) Six Sigma. (3 × 1 = 3 Marks)
3. Write short notes on the following:
 - (a) Core Competence (2 Marks)
 - (b) Premise control (2 Marks)
 - (c) Forward and Backward Linkages (3 Marks)
4. Effective executives use leadership styles which are appropriate to the organizational objectives and business situations. Explain. (7 Marks)
5. What are the various bases on which an existing firm can diversify strategically? (7 Marks)
6. Briefly discuss the difference between vision and mission. (7 Marks)
7. Explain the BCG model as a technique of portfolio analysis. (7 Marks)