

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.

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. Describe briefly, the following terms with reference to Information Technology. | 1×10 |
| | = 10 |
| (i) Switch | |
| (ii) Modem | |
| (iii) HTML | |
| (iv) Site Blocking | |
| (v) Buffering | |
| (vi) Data Transformation | |
| (vii) Source Program | |
| (viii) Open Source Software | |
| (ix) Mirror log | |
| (x) Chat Server | |

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- | | | |
|----|---|-----------|
| 2. | (a) What is Software ? Describe various types of software in brief. | 4 |
| | (b) Describe the various components of an Expert System. | 4 |
| | | |
| 3. | (a) Describe salient features of Hierarchical Database. | 4 |
| | (b) Define Data Warehouse. Explain in brief concerns in using Data Warehouse. | 4 |
| | | |
| 4. | (a) Define Ring Topology. Discuss its advantages and disadvantages. | 4 |
| | (b) Differentiate between Serial Transmission and Parallel Transmission. | 4 |
| | | |
| 5. | (a) Explain in brief technical functionality of Customer Relationship Management. | 4 |
| | (b) Describe tactical level of activities in Supply Chain Management. | 4 |
| | | |
| 6. | Draw a flow chart to print the square of odd numbers between 10 to 50 and also print the sum of their square. | 8 |
| | | |
| 7. | Describe briefly any four terms : | 2×4
=8 |
| | (i) Secured Electronic Transaction (SET). | |
| | (ii) Wireless LAN | |
| | (iii) System flow chart | |
| | (iv) SQL | |
| | (v) Fifth Generation Language | |

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SECTION – B

Question No. 8 is compulsory.

Answer any five questions from the rest.

8. (a) Explain the factors that affect the strength of competitive pressures from substitute products. 3
- (b) "Strategy is partly proactive and partly reactive." Do you agree ? Give reasons for your answer. 3
- (c) What is Divestment strategy ? When is it adopted ? 3
- (d) Explain any three prominent areas where Human Resource Manager can play a strategic role. 3
- (e) 'A network structure is suited to unstable environment.' Elaborate. 3
9. (a) State with reasons which of the following statements is correct or incorrect. 2×2
(i) Portfolio analysis helps the strategists in identifying and evaluating various businesses of a company. =4
(ii) Benchmarking is a remedy for all problems faced by organizations.
- (b) State the three elements of a strategic vision. 3
10. Explain the meaning of the following concepts : 7×1
(i) Demographic Environment =7
(ii) Strategic Business Unit
(iii) ADL Matrix
(iv) Best-cost provider strategy
(v) Synchro-marketing
(vi) Premise control
(vii) Six sigma

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11. (a) How would you analyse the meaning and importance of Efficiency and Profitability as objectives of business ? 2+2=4
- (b) Trace the role of information technology in business process reengineering. 3
12. (a) What is Corporate Strategy ? How would you argue that 'corporate strategy ensures the correct alignment of the firm with its environment' ? 1+3=4
- (b) Explain the concept of Experience Curve and highlight its relevance in strategic management. 3
13. Distinguish between the following :
- (a) Logistic Management and Supply Chain Management. 4
- (b) Vertically Integrated Diversification and Horizontally Integrated Diversification. 3
14. Write short notes on the following :
- (a) Steps for initiating a strategic change. 4
- (b) Internet Technology. 3

OR

Characteristics of a Global Company. 3

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