

Roll No.

Total No. of Questions – 14

Total No. of Printed Pages – 6

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) Data Dictionary | |
| (ii) Transaction Log | |
| (iii) Binary Coded Decimal (BCD) | |
| (iv) Unicode | |
| (v) Hub | |

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(vi) Protocol Converter

(vii) Multiplexer

(viii) Web Casting

(ix) Intranet

(x) Data Publishing (as internet application)

2. (a) What is the difference between compilers and interpreters ? Describe any two advantages of interpreters over compilers. 2+2
=4

(b) Discuss any four benefits of an Expert System. 4

3. (a) Describe various stages of Data Mining. 4

(b) Define "Data Definition Language" (DDL). Describe various functions of DDL. 4

4. (a) Explain Star Network Topology. Discuss its advantages and disadvantages. 4

(b) Describe various value added services offered by a Data Centre. 4

5. Distinguish between the following :

(a) URN and URL 2

(b) HTTP and HTML 3

(c) Half Duplex and Full Duplex Connection 3

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6. A book publisher of Information Technology offers discount to its customers on the basis of customer type as detailed below : 8

Customer Type	Discount
Book Seller	30%
Library	20%
Student	10%

Further if number of copies purchased is more than 20, then additional discount of 5% is allowed irrespective of customer type. Number of books, unit price of each book and customer type are given as input.

Draw a flow chart to calculate the net amount after all discount and print customer type, number of copies and net amount.

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

2×4
=8

(i) Smart Cards

(ii) Bluetooth

(iii) Collaborative CRM

(iv) Operational Data Store (ODS)

(v) Telnet

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Section – B

Question No. 8 is compulsory.

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

8.

- (a) "Business environment exhibits many characteristics." Explain. 3
- (b) What are the different responsibilities of a strategic leader ? 3
- (c) "Firms can use benchmarking process to achieve improvement in diverse range of management functions." Elucidate. 3
- (d) Why functional strategies are needed for any business ? 3
- (e) Discuss the major dimensions of strategic decisions. 3

9.

- (a) State with reasons which of the following statements is correct or incorrect : 2×2 =4
- (i) A company's strategy has always to be proactive in nature.
- (ii) Culture promotes better execution of strategy.
- (b) A global company has three characteristics. Explain. 3

10. Explain the major steps which are required for the successful implementation of supply chain management in the business organisation. 7

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11. From the following information relating to X Ltd. company, prepare BCG Matrix and also analyse it.

4+3
= 7

Product	Revenues (in ₹)	Percent Revenues	Profit (in ₹)	Percent Profit	Percentage Market Share	Percentage Industry Growth Rate
A	60 Crore	48	1200 Lakh	48	80	+ 15
B	40 Crore	32	500 Lakh	20	40	+ 10
C	20 Crore	16	750 Lakh	30	60	- 20
D	05 Crore	04	50 Lakh	02	05	- 10
Total	125 Crore	100	2500 Lakh	100		

12. (a) Identify the Generic Strategy used in the following examples :

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- Bell Computer has decided to rely exclusively on direct marketing.
- Our basic strategy was to charge a price so low that micro computer makers couldn't do the software internally for that cheaply.
- 'MD TV', a TV channel has identified a profitable audience niche in the electronic media. It has further exploited that niche through the addition of new channels like 'MD TV' Profit and Image.

- (b) . What do you mean by Logistic Strategy ? What are the different areas to examine while developing a logistic strategy ?

1+3
= 4

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13. Distinguish between the following :

- (a) Concentric Diversification and Conglomerate Diversification.
- (b) Operational Control and Management Control.

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14. Write short notes on the following :

- (a) Product Life Cycle
- (b) Components of Value Chain

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OR

Six Sigma

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