Roll No. ....

Total No. of Questions – 14 Total No. of Printed Pages – 7

Time Allowed – 3 Hours Maximum Marks – 100

TPJ

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/her 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 : 50

Marks

1. Answer **all** the following questions in brief : 2×5 =10

(a) Differentiate between flow-chart and data flow diagram.

(b) What is Bluetooth ? Name any two devices that utilize Bluetooth technology.

(c) Define Virtual Private Networks (VPN).

(d) What is the difference between electronic cheque and paper cheque ?

(e) What are the objectives of business process automation ?

Marks

2. (a) What are the various key factors to be considered in implementing Business Process Management (BPM) in an enterprise ? 4

(b) What are the major reasons for failure of Business Process Management System (BPMS) ? 4

3. (a) What is cloud computing ? Describe any three types of clouds in cloud computing environment. 4

(b) What is mobile computing ? What are the three major concerns related to mobile computing ? 4

4. (a) What is Bus Topology ? List its two advantages and two disadvantages. 3

(b) What do you mean by threat and vulnerability ? Explain any three facts responsible for occurrence of vulnerabilities in the software. 5

5. (a) Briefly explain the two main approaches to establish access controls in Software Systems. 4

(b) Explain the different components of Decision Support Systems. 4

6. (a) List out different types of delivery channels through which information is delivered to the user. 4

(b) Briefly explain Grid Computing. What are possible reasons of using grid computing ? 4

Marks

7. Write short notes on any **four** of the following : 2×4 =8

   (a) Hardware Virtualization

   (b) Total Quality Management (TQM)

   (c) HTTPS

   (d) eXtensible Business Reporting Language (XBRL)

   (e) Software as a Service (SaaS)

Marks

SECTION – B

Question No. 8 is compulsory.

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

Marks : 50

8. (a) You have been hired as a consultant by a company to advise it on factors it need to consider for environmental scanning. Explain briefly these factors. 3

(b) "A strategic vision is a road map of a company's future." Comment. Draft a strategic vision statement of any well known national level Educational Institution you are familiar with. 3

(c) In your view what are the Key Success Factors for operating in a competitive market place ? 3

(d) How would you argue that Research and Development Personnel are important for effective strategy implementation ? 3

(e) What steps would you suggest to change a company's problem culture ? 3

Marks

9\. (a) State with reasons which of the following statements is correct or incorrect : 2×2 =4

(i) Strategic vision and mission statements are needed only by large business houses.

(ii) An industry can have more than one strategic group.

(b) What is meant by backward integration ? Name any two backward integration strategies that hospitals may pursue. 1+2 =3

10\. How does the Internet Technology influence an industry's competitive environment ? Explain. 7

11\. (a) "Management of internal linkages in the value chain could create competitive advantage in a number of ways." Briefly explain. 4

(b) How strategic decisions differ in nature from other routine decisions taken in day-today working of an organization ? Explain. 3

Marks

12. (a) In the context of Ansoff's Product-Market Growth Matrix, identify with reasons, the type of growth strategies followed in the following cases : 4

(i) A leading producer of tooth paste, advises its customers to brush teeth twice a day to keep breath fresh.

(ii) A business giant in hotel industry decides to enter into dairy business.

(iii) One of India's premier utility vehicles manufacturing company ventures to foray into foreign markets.

(iv) A renowned auto manufacturing company launches ungeared scooters in the market.

(b) To which industries the following developments offer opportunities and threats ? 3

"Increasing trend in India to organize IPL (Cricket) type of tournaments in other sports also."

Marks

13. Distinguish between :

(a) Divestment strategy and Liquidation strategy. 4

(b) Unfreezing the situation and Refreezing – the two stages of Kurt Lewin change process. 3

14. Write short notes on the following :

(a) Strategic responses to business environment. 4

(b) Expansion through acquisitions and mergers. 3

OR

Expanded Marketing Mix.