

Total No. of Questions – 14

Total No. of Printed Pages – 7

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/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.

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

Marks – 50

1. Answer **all** the following questions in brief :

Marks

2×5

=10

- (a) What are the key benefits of Business Process Automation (BPA) ?
- (b) How extranets are used by Business Organizations ?
- (c) Name the various phases of System Development Life Cycle (SDLC) in the logically correct order.
- (d) Briefly explain three tiers in three tier architecture.
- (e) What are the components of the Computerized Information Processing Cycle ?

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P.T.O.

(2)

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Marks

2. ABC Limited is a software development company, which appointed 50 software engineers in August'2014 at a monthly salary of ₹ 30,000. All these engineers shall be entitled for an increment in their monthly salary after six months. The increment on present monthly salary shall be based on their performance to be evaluated on a 100 marks scale as per details given below :

- Performance Marks < 70, then increment shall be 10% of present salary.
- $70 \leq$ Performance marks < 80, then increment shall be 20% of present salary.
- Performance Marks $\geq$ 80, then increment shall be 30% of present salary.

Draw a Flow-Chart to enable to print the details like name of the engineer, performance marks, monthly increment amount and revised monthly salary for each of these 50 engineers.

3. (a) Describe the following service models of cloud computing. **4**
- (i) Network as a Service (NaaS)
 - (ii) Platform as a Service (PaaS)
- (b) What is Server ? Briefly explain any four types of servers based on the nature of service they provide. **4**

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Marks

4. (a) Which network topology can be used in case of Military Installations with a very small number of nodes and why it should be used ? List advantages and disadvantages of such network topology. **4**
- (b) What is Accounting Information System (AIS) ? Briefly describe the key components of AIS. **4**
5. (a) Differentiate between Explicit Knowledge and Tacit Knowledge. **4**
- (b) Explain the pre-requisites of ACID Test for any Transaction Processing System (TPS). **4**
6. (a) Discuss any four key characteristics of Cloud Computing. **4**
- (b) What are the major process controls, which should be enforced through front end application system, to have consistency in the control process ? **4**
7. Write short notes on any **four** of the following : **2×4 =8**
- (a) Radical Redesign
- (b) Android
- (c) Peer-to-Peer Networks (P2P)
- (d) Electronic Purses
- (e) Network Virtualization

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Marks : 50

SECTION – B

Question No. 8 is Compulsory.

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

Marks

8. (a) Analyse the following cases in the context of Michael Porter's Five Forces Model : **3**
- (i) A supplier has a large base of customers.
- (ii) A manufacturer of sports goods has the advantage of economies of large scale production.
- (iii) Products offered by competitors are almost similar.
- (b) In your view, what is the role of Corporate level managers in Strategic management ? **3**
- (c) What does the concept of 'question marks' in the context of BCG Growth-Share matrix signify ? What strategic options are open to a business firm which has some 'question marks' in the portfolio of its businesses ? **3**

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Marks

- (d) 'Determining an appropriate mix of debt and equity in a firm's capital structure can be vital to successful strategy implementation'. Discuss. 3
- (e) What is an 'hour glass structure' ? How this structure benefits an organization ? 3
9. (a) State with reasons which of the following statements is correct or incorrect. 2×2 =4
- (i) The PESTLE framework is used for analyzing both macro and micro environment.
- (ii) Demarketing strategies may aim to reduce demand temporarily or permanently.
- (b) What are the characteristics of Six Sigma that separate it from earlier quality programmes ? Explain briefly. 3
10. The Management of a sick company manufacturing various electrical home appliances seeks your advice for an appropriate retrenchment strategy. What will be your advice and why ? 7

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P.T.O.

(6)

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Marks

11. (a) To which industries the following environmental changes will offer opportunities and pose threats (name any two industries in each case). **2×2=4**
Give reasons for your answer.
- (i) Significant reduction in domestic air-fares spanning over a long period.
- (ii) Cut in interest rates by banks.
- (b) What steps would you take to construct a 'Strategic Group Map' for an industry ? **3**
12. (a) Do you agree with the statement that "Strategic Management concepts are of no use to Government organizations and Medical organizations" ? Explain with reasons. **4**
- (b) Quite often strategies of most business organisations are a combination of planned strategies and reactive strategies. Explain with reasons. **3**
13. Distinguish between the following :
- (a) Strategy Formulation and Strategy Implementation. **4**
- (b) Vision and Mission. **3**

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14. Write short notes on the following :

- | | |
|---|----------|
| (a) Product Life Cycle (PLC) and its significance in portfolio diagnosis. | 4 |
| (b) Publicity and Sales Promotion. | 3 |

OR

Conglomerate Merger.	3
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