

Roll No.

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

Marks – 50

Question No. 1 is compulsory.

Attempt any five questions from the rest.

Marks

✓ Answer the following questions in brief.

5×2
=10

- (a) Mention the challenges in implementing 'Business Process Automation'.
- (b) Distinguish between 'Cache Memory' and 'Virtual Memory'.
- (c) In what way a Switch is different from a Router in the computer networks?
- (d) What are the key aspects to be considered in implementing e-commerce?
- (e) Define 'On-line processing' and 'Real-time processing'.

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(2)

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Marks

8

~~2.~~ An E-Commerce site has the following cash back offers.

- (i) If the purchase mode is via website, an initial discount of 10% is given on the bill amount.
- (ii) If the purchase mode is via phone app, an initial discount of 20% is given on the bill amount.
- (iii) If done via any other purchase mode, the customer is not eligible for any discount.

Every purchase eligible to discount is given 10 reward points.

- (a) If the reward points are between 100 and 200 points, the customer is eligible for a further 30% discount on the bill amount after initial discount.
- (b) If the reward points exceed 200 points, the customer is eligible for a further 40% discount on the bill amount after initial discount.

Taking purchase mode, bill amount and number of purchases as input, draw a flowchart to calculate and display the total reward points and total bill amount payable by the customer after all the discount calculation.

3. (a) Mention briefly the different types of application software.

2×4

=8

- ~~(b)~~ What are the major advantages and disadvantages of DBMS ?

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Marks

✓ 4 (a) Mention the two categories of encryption/decryption methods. What are two basic approaches to encryption ? 2×4
=8

(b) Mention briefly the prominent characteristics of a 'Client-Server' architecture.

✓ 5 (a) What is meant by a 'Decision Support System' ? Give a brief description of its components. 2×4
=8

(b) Discuss key components of an 'Expert System'.

✓ 6 (a) Discuss any four advantages of Cloud Computing. 2×4
=8

(b) What is meant by 'controls' in BPA ? What are their major objectives ?

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

(a) Firewall

(b) Entity-Relationship Diagram

(c) WhatsApp Messenger

(d) MS Office Applications

(e) Core Banking System

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(4)

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Marks

SECTION – B

Marks – 50

Question No. 8 is compulsory.

Answer any five questions from the rest.

8. (a) The environment has many different influences, but it is very difficult for the managers to make sense of these influences. Why? 3
- (b) Key Success Factors (KSFs) are the rules that shape whether a company will be financially and competitively successful? Do you agree with this statement? How to identify an industry's key success factors? 3
- (c) "A company should focus on external perspective to define its mission." Support this statement with reasons. 3
- (d) A Bakery starts producing pastries and other similar products. What type of diversification strategy is being followed by it and why? 3
- (e) Explain any three prominent areas where Human Resource Manager can play a strategic role. 3

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(5)

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Marks

9/ ✓ (a) State with reasons which of the following statement is correct or incorrect : **2×2 =4**

(i) Business Process Reengineering (BPR) means partial modification or marginal improvement in the existing work processes. **2**

(ii) Portfolio analysis helps the strategists in identifying and evaluating various businesses of a company. **2**

✓ (b) "Supply Chain Management is conceptually wider than Logistic Management." Explain. **3**

✓ 10. What is Benchmarking ? Explain the various steps in Benchmarking process. **7**

11. ✓ (a) Identify with reasons the type of growth strategies followed in the following cases : **4**

(i) A leading producer of confectionery products advertising the new uses of its product 'Chokoo Mix' aggressively.

(ii) A company in publishing industry deciding to revise college text books.

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(6)

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Marks

(iii) A renowned company in textile industry starting to manufacture PFY and PSF, critical raw materials for textiles.

(iv) A business giant in auto manufacturing enters into edible oils, hotels, financial services and dairy businesses.

✓ (b) 'To coordinate more complex organizational functions, companies should abandon the simple structure in favour of the functional structure' Discuss.

3

12/ ✓ (a) Can a business succeed in the long run by focusing only on profit as its primary objective? What are other objectives of a business?

4

✓ (b) 'Organizations sustain superior performance over a long period of time, inspite of the rapid changes taking place continually in its competitive environment if they implement strategic management successfully.' Discuss.

3

13/ Distinguish between the following :

(a) Transformational Leadership Style and Transactional Leadership Style.

4

(b) Micro and Macro Environment.

3

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(7)

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Marks

✓ 14. Write short notes on the following :

(a) Strategic Decision-making

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(b) Implementation Control

3

OR

Situational Analysis

3

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