

Roll No.

Total No. of Questions – 14

Total No. of Printed Pages – 4

Time Allowed – 3 Hours

Maximum Marks – 100

RCT

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.

Marks-50

SECTION – A

Question No. 1 is compulsory.

Attempt any five questions from the rest.

In case, any candidate answers extra question(s)/sub-question(s) over and above the required number, then only the requisite number of questions first answered in the answer book shall be valued and subsequent extra questions answered shall be ignored.

1. Answer the following questions in brief:

**5×2
=10**

- (a) Advantages of using E-R Diagram.
- (b) Name of any four devices that utilize Bluetooth technology.
- (c) What do you understand by 'Transmission mode' ? Name three types of transmission modes.
- (d) Explain the four components of Executive Information Systems (EIS).
- (e) Explain Cryptographic Controls.

2. (a) Describe any four reasons why documentation is important to Information Systems.

**2×4
=8**

- (b) Discuss the types of Data Flow Diagrams (DFDs). Also briefly mention the major components of DFD.

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3. (a) Write any 8 Information Systems Control procedures covering the access safeguards over computer programs. **2×4 =8**
- (b) Define the term 'Cloud Computing Architecture'. Explain the two parts of Cloud Computing Architecture.
4. (a) What are the characteristics of Star Network ? Write any two advantages and two disadvantages of Star Network. **2×4 =8**
- (b) What is the basic objective for providing network security ? Explain the major functions and services performed by the Physical Layer (Layer 1) of OSI Model of Network Architecture.
5. (a) What do you mean by 'Frame Based Expert System'? Also explain the various components of Executive Information System (EIS). **2×4 =8**
- (b) Explain the 'Dashboards' and 'Scorecards' as tools of Business Intelligence.
6. (a) Describe the Information Systems Management Controls usually performed by Top Management. **2×4 =8**
- (b) Discuss the constraints that need to be taken into consideration while developing a secured Grid Architecture.
7. Write short notes on any four of the following: **4×2 =8**
- (a) Six Sigma
- (b) I-Pod
- (c) Secure Socket Layer (SSL)
- (d) Nucleus FinnOne
- (e) Storage Virtualization

(3)

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SECTION – B

50

Question No. 8 is compulsory.

Answer any five questions from the rest.

In case, any candidate answers extra question(s)/sub-question(s) over and above the required number, then only the requisite number of questions first answered in the answer book shall be valued and subsequent extra questions answered shall be ignored.

8. (a) Discuss the areas one should examine while developing a logistics strategy. 3
- (b) "TQM espouses a philosophy of continuous improvement in all areas of an organization." Justify the statement. 3
- (c) How a firm will be benefitted by using ideas of Strategic Business Unit (SBU) ? 3
- (d) 'Objectives' and 'Goals' provide meaning and sense of direction to organizational endeavour. Explain. 3
- (e) "A Manager working on a strategic decision has to balance socio-cultural opportunities, influences and constraints." Discuss. 3
9. (a) State with reasons which of the following statement is correct or incorrect : 2×2 =4
- (i) BCG Growth Share Matrix is popularly used for resource allocation.
- (ii) E-commerce technology close up the opportunities for reconfiguring industry and company value chains.
- (b) Elaborate the reasons necessary for the globalization of companies. 3
10. Describe the concept of corporate culture. Elaborate the problems that business houses are facing while changing their culture to remain adaptive with the globally changing scenario. 7

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11. (a) What are the objectives that must be kept in mind while designing a pricing strategy of a new product ? 4
- (b) Analyse the role of Enterprise Resource Planning (ERP) in strategic implementation. 3
12. (a) Explain briefly following areas on which the strategic planners concentrate to achieve the long term prosperity : 1×4 =4
- (i) Profitability
- (ii) Competitive position
- (iii) Employee development
- (iv) Public responsibility
- (b) Discuss General Electric model of analyzing current business portfolio. 3
13. Distinguish between the following :
- (a) 'Concentric diversification' and 'Conglomerate diversification'. 4
- (b) 'Market development' and 'Product development'. 3
14. Write short notes on the following :
- (a) 'Kieretsus', a cooperative network of business in Japan. 4
- (b) Concept of driving forces. 3

OR

Strategy is partly proactive and partly reactive.