

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/her answers in Hindi will not be valued.

Answer to Section A and B should be given in separate sets of answer books.

SECTION – A

Marks – 50

Question No. 1 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 question(s) answered shall be ignored.

1. ✓ Answer the following in brief : 5×2
=10
- (a) State **two** Features of Infrastructure as a Service (IaaS) model of Cloud Computing.
 - (b) List any **four** features of computerized networking in an organization.
 - (c) Name any **four** key sub-modules of HRMS module of ERP.
 - (d) Present **two** differences between Switch and Bridge in Telecommunication Network
 - (e) List the **four** phases of evolution in the Hierarchy of Database modeling

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- ✓ 2. (a) Describe any four output Controls that have to be enforced both in a batch-processing environment as well as in an online environment. $4 \times 2 = 8$
- (b) State and describe any two commercial applications of Artificial Intelligence.
- ✓ 3. (a) Describe how the Business Community is benefitted by adopting Information Technology based CRM process. $4 \times 2 = 8$
- (b) What is mobile computing ? Discuss its components in brief.
- ✓ 4. (a) Briefly describe the four stages of processing Credit Card transactions. $4 \times 2 = 8$
- (b) Explain the Concept of Virtualization. Enumerate any 2 major applications of virtualization.
- ✓ 5. Draw a Flowchart for the following process : $1 \times 8 = 8$
- Leebay is a new e-commerce website that is setting up business in India. Leebay and their partner bank Paxis have come up with a joint promotion plan for which the following offers are proposed
- Customers can either log in through a mobile app or directly from the website :
- (1) If the payment mode chosen is 'Paxis Credit', then a 20% discount is given to the user.
 - (2) If the payment mode chosen is 'Paxis Debit', then a 10% discount is given to the user.
 - (3) If other payment modes are used, then no discount is given.

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Also, to promote the downloads of its new smartphone app, the company has decided to give the following offer :

- (1) If the purchase mode is 'Mobile App', then no surcharge is levied on the user.
- (2) If any other purchase mode is used, then additional 5% surcharge is levied on the user. This surcharge is applied on the bill after all necessary discounts have been applied.

With bill amount, payment mode and purchase mode as inputs, draw a flowchart for the billing procedure for Leebay.

6. (a) What is a Data Flow Diagram. Explain the four major components of a Data Flow Diagram. 4×2
=8
- (b) Describe the Wireless technologies that have evolved and widely used in modern day computerized environment.

✓ Write Short notes on any four :

4×2
=8

- (a) Packet Switching.
- (b) Object Oriented Data Base Model
- (c) Memory Management
- (d) Fat/Thick Client
- (e) Data Mining

(4)

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Marks

SECTION – B

Marks – 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) State three characteristics that are specific to a global company. 3
- (b) You are asked to draft a mission statement of a company. What is a mission statement ? Give any two characteristics of a good mission statement. 3
- (c) Give any three special features or characteristics of the e-commerce environment. 3
- (d) What is expansion strategy ? State and discuss briefly (in few lines each) the two types of expansion strategies followed by firms. 3
- (e) Discuss any three differences between strategy formulation and strategy implementation. 3
- 9/ (a) State with reasons which of the following statements is correct or incorrect :
- (i) Strategic vision and mission statements are not needed in small business houses. 2
- (ii) Logistic Management is an extension of Supply Chain Management. 2

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- (b) Describe the various competitive positions and its assessment criteria as per ADL Matrix. 3

10. What is strategic control ? Explain the types of strategic controls. 7

11. (a) What is micro and macro environment in the context of an organization's business environment ? List two elements of each type of environment and discuss each briefly in one line on what it is. 4

(b) List and discuss briefly the four stages of maturity of any one competitive position in ADL matrix. 3

12. (a) "Human resources are now viewed as a source of competitive advantage." Discuss the four activities when performed properly can increase the competency of workforce. 4

(b) Identify any six social environmental factors that affect the demand for a company's product. 3

13. Distinguish between the following :

(a) DMAIC and DMADV methodology of six sigma. 4

(b) Advertising and Publicity. 3

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14/✓ Write short notes on the following :

(a) SWOT analysis.

4

(b) "Strategic decisions are different in nature than all other decisions." In the light of this statement, explain any three major dimensions of strategic decisions.

3

OR

Reasons to adopt Turnaround Strategies.

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