Roll No. ....

Total No. of Questions – **14**

Total No. of Printed Pages – **6**

Time Allowed – **3 Hours**

Maximum Marks – **100**

DPS

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 who has not opted for Hindi Medium answers in Hindi, his/her answers in Hindi will not be valued.

Answers 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.

Marks

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

   (a) Write any two principles of Business Process Management.

   (b) What kind of awareness is required by an auditor for auditing in an IT environment ?

   (c) What are the advantages of Fiber-optic transmission ?

   (d) How does DSS (Decision Support System) help its users ?

   (e) What are the components of a Computerized Information Processing cycle ?

Marks

2. A company is selling three types of products, namely, A, B and C to two different types of customers viz. dealers and retailers. To promote the sales, the company is offering the following discounts : 8

(i) 10% discount is allowed on Product A, irrespective of the category of customers and the value of order.

(ii) On product B, 8% discount is allowed to retailers and 12% discount to dealers, irrespective of the value of order.

(iii) On product C, 15% discount is allowed to retailers irrespective of the value of order and 20% discount to dealers if the value of order is minimum of ₹ 10,000.

Draw a flowchart to calculate the discount for the above policy.

3. (a) Explain the different types of feasibility study done in the System Investigation phase of System Development Life Cycle (SDLC). 4

(b) Explain any four advantages of using a Data Base Management System (DBMS). 4

4. (a) What are the characteristics of Local Area Networks ? 4

(b) What are the facts responsible for occurrence of vulnerabilities in the software ? 4

Marks

5. (a) Explain the different types of Information Systems. 4

(b) Explain the pre-requisites of ACID Test for any Transaction Processing System. 4

6. (a) Explain any four characteristics of cloud computing. 4

(b) What are the generic reasons for going for Business Process Automation ? 4

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

(a) Business Process Re-engineering

(b) Read Only Memory

(c) Hyper Text Transfer Protocol Secure (HTTPS)

(d) Artificial Intelligence

(e) Network Virtualization

 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) A Manager faces different problems while trying to understand the environment. Discuss. 3

   (b) Mention three key characteristics that separate Six Sigma from other Quality Programs. 3

   (c) Davis and Lawrence have proposed three distinct phases to develop matrix structure. Explain. 3

   (d) Briefly discuss the framework of strategic management. 3

   (e) Discuss the characteristics of business environment. 3

9. (a) State with reasons which of the following statement is correct or incorrect : $2\times2 = 4$

   (i) A corporate culture is always identical in all organisations.

   (ii) Strategic management is a bundle of tricks and magic.

   (b) Give various reasons to justify that a division structure is costly. 3

Marks

10. What is supply chain management ? Discuss major steps in implementing supply chain management systems in a business organisation. 7

11. (a) In the light of BCG Growth Share Matrix, state the situation under which the following strategic options are suitable : 4

    (i) Build

    (ii) Hold

    (iii) Harvest

    (iv) Divest

    (b) How Ansoff's Product Market Growth Matrix is a useful tool for business organisations ? 3

12. (a) Michael Porter has suggested three generic strategies. Explain them with examples. 4

    (b) What are the strategic responses of an organisation to its environment ? Explain. 3

13. Distinguish between the following :

    (a) Vision and Mission 4

    (b) Co-generic Merger and Conglomerate Merger 3

Marks

14. Write short notes on the following :

(a) Strategic Group Mapping 4

(b) Augmented Marketing 3

OR

Internet Technology 3
