

**CA PCC NOV 2008 - INFORMATION TECHNOLOGY & STRATEGIC
MANAGEMENT
SECTION-A**

Attempt all questions.

1. a. Describe briefly the following terms (5x1=5M)
i. DDL
ii. Multiprogramming **WWW.GNTMASTERMINDS**
iii. MODEM
iv. Cache memory
v. SVGA.
- b. Explain each of the following : (5x1=5M)
i. Smart Card system
ii. Data Warehouse
iii. Compiler
iv. File maintenance
v. Incremental backup.
2. Answer any **two** of the following : (2x5=10M)
a. Briefly explain various functions of Communication Software.
b. Describe various features of Data Centers.
c. Explain the basic functions of an Operating system.
3. a. Explain the various types of Internet servers. (7M)
b. Explain the management problems that exist in File Processing systems. (3M)
4. A Book publisher offers discount to customers on the basis of customer type and number of copies ordered as shown below: (10M)

Customer type	Number of Copies Ordered	% of Discount
Book Seller	More than 10	25
	Less than or equal to 10	15
Library	More than 5	20
	Less than or equal to 5	10

Customer number, name, type, book number, number of copies ordered and unit price are given as input. Draw a flow chart to calculate the net amount of the bill for each customer and print it. The above is to be carried out for 50 customers.

5. Write short notes on the following (2x5= 10M)
a. Star Network topology. **WWW.GNTMASTERMINDS**
b. Advantages of Electronic Data Interchange (EDI).

**SECTION-B
Attempt all questions.**

6. State with reasons which of the following statements is correct/incorrect (Attempt any **three**) (3x2=6M)
a. Strategy is a substitute for Sound, Alert and Responsible management.
b. Strategic management is not needed in non-profit Organisations.
c. All strategies emerge from corporate vision.
d. A Company's strategy has always to be pro-active in nature.
e. An Organization's culture is always an obstacle to successful strategy implementation
7. Briefly answer any **two** of the following (2x2=4M)
a. Logistics Strategy
b. Difference between strategy formulation and Strategy implementation.
c. Components of a Value chain.
8. What is meant by a Global Company? Explain briefly different strategic approaches for Globalization by a Company. (4+6=10M)
9. What is Benchmarking? Explain briefly the elements involved in Benchmarking process. (3+7=10M)
10. Read the following case and answer the questions given at the end:

Sahni Auto Industries is manufacturer and exporter with an annual turnover of Rupees One thousand crores. It employs about 2,000 persons in its factory in Punjab and its other offices in India and abroad.

The personnel Administration and Human Resources Department of the company is headed by Mr. Amit Kapoor-the Chief Personnel Manager. Mr. Amit Kapoor an Auto mobile Engineer, joined the company 5 years ago as Product Development Manager. After a successful stint of 4 years as Product Development Manager, he was transferred to Personnel Administration and Human Resources Department as the Chief Personnel Manager as a part of Career development plan. Mr. Vikas, MBA in Human Resources from a renowned Business school, joined the company as Personnel Manager only 3 months back. He reports to Mr. Amit Kapoor-the Chief Personnel Manager. He handles all routine personnel and industrial relations matters.

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One day, during informal discussion with Mr. Amit Kapoor, Mr. Vikas suggested him of linking Human Resources Management with Company's strategic goals and objectives to further improve business performance and also to develop Organisational culture that fosters more innovative ideas. He also advocated creating abundant 'Social Capital' on the ground that people tend to be more productive in an environment which has trust and goodwill embedded in it rather than which is highly hierarchical and formal. Mr. Amit Kapoor disagreed with Mr. Vikas and told him that the role of Human Resources Department was only peripheral to the business and all his suggestions about its strategic role were beyond the purview of Personnel Administration and Human Resources Department. After this, Mr. Vikas started having number of arguments with Mr. Amit Kapoor in several issues relating to personnel and industrial relations since he felt that a person with a degree in Human Resources Management was in a far better position to run Personnel Administration and Human Resources Department. Mr. Amit Kapoor-the Chief Personnel Manager had often shown his displeasure on Mr. Vikas's argumentative tendency and had made it known to the General Manager.

The General Manager called Mr. Amit Kapoor in his office to inform him that he has been elected for an overseas assignment. He further told him to find a suitable person as his successor; he even suggested Mr. Vikas as a possible candidate. Mr. Amit Kapoor, however, selected Mr. Balram, who was working as Training Manager in a Multinational Company for the last 5 years.

Mr. Vikas, soon started having arguments with Mr. Balram also over number of issues relating to industrial relations since he felt that he had no experience in handling industrial relations matters. Mr. Balram now realised that Mr. Vikas was trying to make things difficult for him. After a series of meetings with the General Manager, Mr. Balram eventually succeeded in convincing him to transfer Mr. Vikas to an office outside Punjab. On learning about his impending transfer, Mr. Vikas wrote a letter to the General Manager joining details of various instances, when Mr. Balram had shown his incompetence in handling problematic situations. When asked for explanation by the General Manager, Mr. Balram had refuted almost all the allegations. The General Manager accepted his explanation and informed Mr. Vikas that most of his allegations against Mr. Balram were unwarranted and baseless. He further advised him to avoid confrontation with Mr. Balram. Mr. Vikas then wrote a letter to the Chairman repeating all the allegations against Mr. Balram. On investigation, the Chairman found most of the allegations true. He then called all the three-the General Manager, the Chief Personnel Manager and the Personnel Manager in his office and implored them to forget the past and henceforth to work in coordination with each other in an environment of Trust and Goodwill.

Questions:

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- a. Identify and discuss the major issues raised in the case. (6M)
- b. Comment on the recruitment of the two Chief Personnel Managers (4M)
- c. Would you justify Mr. Vikas's argumentative tendency with the Chief Personnel Managers? Give reasons for your answer. (4M)
- d. Do you agree with suggestion offered by Mr. Vikas to link Human Resources Management with the company's strategic goals? If yes, suggest prominent areas where Human resources Department can play role in this regard. (6M)