Test Series: August, 2012

MOCK TEST PAPER – 1

IPCC/PCC: GROUP – II

PAPER –7/6: INFORMATION TECHNOLOGY AND STRATEGIC MANAGEMENT

SECTION – A: INFORMATION TECHNOLOGY

Question No.1 is compulsory.

Attempt any ***five*** *questions from the rest.*

Time Allowed – 1½ Hours | Maximum Marks – 50

QUESTIONS

1. Answer all the following questions in brief.

   (a) What is the importance of Arithmetic Logic Unit?

   (b) What do you understand by Data Mining?

   (c) Differentiate between Circuit switching and Packet switching.

   (d) Discuss Smart cards. Also tell in brief its types.

   (e) Differentiate between Serial Transmission and Parallel Transmission.

   (5 x 2 = 10 Marks)

2. (a) What do you understand by Operating System? Discuss its basic functions.

   (1+3= 4 Marks)

   (b) Discuss the structure of DBMS. *(4 Marks)*

3. (a) Discuss in brief different types of Electronic Payments. *(4 Marks)*

   (b) What are the several factors that must be considered in determining the best file organization for a particular application? *(4 Marks)*

4. (a) Discuss advantages and disadvantages of Decision Table. *(4 Marks)*

   (b) Discuss Ring topology and Star Topology in detail. *(4 Marks)*

5. (a) Draw a program flowchart to compute and print the sum of squares of the following ten numbers:

   3, 5, 10, 17, 26, 37, 50, 65, 82, 101

   (4 Marks)

   (b) Discuss any two types of language translators. *(4 Marks)*

6 (a) Discuss TCP/IP in detail. *(4 Marks)*

(b) Differentiate between Business-to-Business (B2B) and Consumer-to-Consumer (C2C) E-Commerce Applications. *(4 Marks)*

7. Write short notes on any four of the following.

   (a) Multiprocessing

   (b) Data Independence

   (c) Bridges

   (d) Electronic Data Interchange (EDI)

   (e) Entity Relationship Model (E-R Model) *(4 × 2 = 8 Marks)*

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SECTION – B: STRATEGIC MANAGEMENT

Question No.1 is compulsory.

*Attempt any **five** questions from the rest.*

Time Allowed – 1½ Hours Maximum Marks – 50

1. (a) Can a change in the elected government affect the business environment? Explain. *(3 Marks)*

   (b) Does Production strategy implements, supports and drives higher strategies? How? *(3 Marks)*

   (c) Globalization means different things to different people. Explain. *(3 Marks)*

   (d) During recession, a company should follow which strategy alternative. *(3 Marks)*

   (e) The number of nuclear families, where husband and wife both are working, is rising'. To which industries this environmental change offers opportunities and threats? *(3 Marks)*

2. (a) State with reasons which of the following statements is correct/incorrect:

   (i) Strategies provide a systematic basis for the enterprise at the time of change.

   (ii) Merger and Acquisition of firms is a strategy. *(2 × 2 = 4 Marks)*

   (b) Explain the meaning of the following concepts:

   (i) Direct marketing

   (ii) Augmented marketing

   (iii) Services marketing *(3 × 1 = 3 Marks)*

3. Write short notes on the following:

   (a) Retrenchment Strategy *(2 Marks)*

   (b) Benchmarking *(2 Marks)*

   (c) Strategic Groups *(3 Marks)*

4 In which conditions a strategic manager can recommend the use of turnaround strategy in an organization? What could be a suitable work plan for this? *(7 Marks)*

5 Define corporate culture. Also elucidate the statement “Culture is a strength that can also be a weakness”. *(7 Marks)*

6 What is logistics strategy? What are the areas to examine while developing a logistics strategy? *(7 Marks)*

7 What is TQM? Compare it with traditional management practices. *(7 Marks)*