

Test Series: September, 2013

MOCK TEST PAPER – 1

INTERMEDIATE (IPC): GROUP – II

PAPER –7: 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

1. Describe briefly, the following terms with reference to Information Technology:
 - (i) DDL Compiler
 - (ii) Primary Key
 - (iii) Buffering
 - (iv) Switch
 - (v) Repeaters
 - (vi) Chat Server
 - (vii) HTML
 - (viii) Secured Electronic Transaction (SET)
 - (ix) Flow Chart
 - (x) Spooling Software (1 x 10 = 10 Marks)
2.
 - (a) Discuss various attributes of Local Area Networks (LAN) in brief. (4 Marks)
 - (b) Discuss different tools, which are available for the protection of information and systems against compromise, intrusion or misuse. (4 Marks)
3.
 - (a) Describe various components of a Decision Support System. (4 Marks)
 - (b) Explain salient features of Hierarchical Database Structure. (4 Marks)
4.
 - (a) Differentiate between Serial Transmission and Parallel Transmission. (4 Marks)
 - (b) What is Supply Chain Management (SCM)? Discuss the potential problems, which must be addressed by a SCM. (4 Marks)
5.
 - (a) 'There is no doubt to say that flowcharts are having several benefits and act as guide during programming, but, at the same time, they are having certain limitations too'. What are these limitations? Explain in brief. (4 Marks)
 - (b) Draw a flowchart to print the largest of three numbers: A, B and C. (4 Marks)

- 6 (a) Discuss the roles and responsibilities of a Database Administrator in brief. (4 Marks)
- (b) 'Though, interpreters have significant weaknesses of inefficiency but they do have certain advantages too, over compilers'. Briefly explain those advantages. (4 Marks)
7. Write short notes on any **four** of the following.
- (a) M-Commerce
 - (b) Message Switching
 - (c) On-line Backup
 - (d) Fifth Generation Language
 - (e) Bluetooth
- (2 × 4 = 8 Marks)

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PAPER –7: INFORMATION TECHNOLOGY AND STRATEGIC MANAGEMENT

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) Describe briefly the use of Strategic Management techniques in Educational Institutions. (3 Marks)
- (b) How a corporate culture can be both strength and weakness of an organization? (3 Marks)
- (c) Explain the need of an organization for adopting a turnaround strategy. (3 Marks)
- (d) How a Portfolio analysis helps the strategists in identifying and evaluating various businesses of a company? (3 Marks)
- (e) Explain the factors that affect the strength of competitive pressures from substitute products. (3 Marks)
2. (a) State with reasons which of the following statements is correct/incorrect:
 - (i) Stability strategy is advisable option for the organisations facing recession.
 - (ii) Demarketing is a marketing strategy to reduce demand temporarily or permanently. (2 × 2 = 4 Marks)
- (b) Explain the meaning of the following concepts:
 - (i) Core competence
 - (ii) Social marketing
 - (iii) Logistics strategy (3 × 1 = 3 Marks)
3. Write short notes on the following:
 - (a) Strategic business unit (SBU) (2 Marks)
 - (b) Product life cycle (PLC) (2 Marks)
 - (c) Forward and Backward integration (3 Marks)
4. Explain briefly different strategic approaches for globalization by a Company. (7 Marks)
5. What is Strategic Decision Making? Briefly explain the major dimensions of strategic decisions. (7 Marks)

6. A company wants to grow its business. Draw Ansoff's Product Market Growth Matrix to advise them of the available options. (7 Marks)
7. Distinguish between the TQM and Traditional Management Practices. (7 Marks)