

Section – A : Information Technology**Question 1 is compulsory, Attempt any Five from remaining.****Q : 1 Define the Followings:****[1 x 10 = 10]**

- (i) Security Software
- (ii) Interpreter
- (iii) Data Warehouse
- (iv) File Maintenance
- (v) Incremental Backup
- (vi) VPDN
- (vii) Layer 3
- (viii) Push Technology
- (ix) Voice Messaging
- (x) Debug

Q : 2 Distinguish between the followings:

- (a) Audio Conferencing and Video Conferencing
- (b) Synchronous and Asynchronous Transmission

[4]**[4]****Q : 3**

- (a) What are the functions of Data Manipulation language used in DBMS?
- (b) What are the management problems of file processing system?

[4]**[4]****Q : 4**

- (a) Write about Components Client Server Technology
- (b) Communication software is an essential requirement of data communication system. Explain the various functions of this data communication software?

[4]**[4]****Q : 5**

- (a) What are the different types of electronic payments? Describe any four in brief.
- (b) Write short notes on Bullwhip effect in Supply Chain Management.

[4]**[4]****Q : 6****[8]****Draw a flow chart to calculate the local taxes as per the following details:**

Code No.	Type of Goods	Tax Rate
001	Perishable	15%
002	Textiles	10%
003	Luxury Items	20%
004	Machinery	12%

Q : 7 Short Notes: [Any four]

- (a) Different modes of data communication?
- (b) Voice recognition systems
- (c) Features of Network Database
- (d) Electronic Fund Transfer
- (e) Mesh Technology

[4 x 2 = 8]

Section – B : Strategic Management

Question 8 is compulsory, Attempt any Five from remaining.

Q : 8

- (a) "Environment is the sum of several External and Internal forces that affect the functioning of business" Explain [3]
- (b) What is Strategic Vision? How to develop a strategic vision? [3]
- (c) In the light of BCG Growth Matrix state the situation under which the following strategic options are suitable: 1. Build 2. Hold 3. Harvest 4. Divest. [3]
- (d) Distinguish Expansion Strategy and Retrenchment Strategy [3]
- (e) Network structure is suited to unstable environment' Elaborate [3]

Q : 9

- (a) Explain : Porter's Five Forces Model - Competitive Analysis [5]
- (b) Enlist the Components/Elements of marketing mix. [2]

Q : 10 (a) Aurobindo, the pharmaceutical company wants to grow its business. Draw Ansoff's Product Market Growth Matrix to advise them of the available options. [4]

(b) Described briefly the use of Strategic Management technique in Educational Institutions. [3]

Q : 11 (a) What is logistics strategy? What are the areas to examine while developing a logistics strategy? [4]

(b) Describe The General Electric Model. [3]

Q : 12

(a) What is Benchmarking? Explain briefly the elements involved in Benchmarking process. [4]

(b) Define corporate culture. Also elucidate the statement "Culture is a strength that can also be a weakness". [3]

Q : 13 Define the followings

- (a) 'Shared Vision and 'Vision Shared'. [2]
- (b) Conglomerate diversification. [2]
- (c) Components of a Value chain. [2]
- (d) B. P. R. [1]

Q : 14

(a) True or False with reasons:

- 1. Control systems run parallel with strategic levels.
- 2. Growth share matrix is popularly used for resource allocation. [2 x 2 = 4]

(b) Fill in the Blanks:

- 1. Strategic Management is not a box of tricks or a bundle of techniques. It is analytical thinking and _____ of resources to action.
- 2. Divestment is a part of rehabilitation and is adopted when a _____ has been attempted but has proved to be unsuccessful.
- 3. The orientation of the redesign effort refers to a total _____ and rethinking of entire business process. [3 x 1 = 3]

Good Luck