

Guideline Answers to Nov 2014 Exam Questions CA IPCC INFORMATION TECHNOLOGY & STRATEGIC MANAGEMENT

Note: Page Reference from "Padhuka's Students' Handbook on Information Technology & Strategic Management"

Section–A Question 1 is compulsory. Answer **any 5** questions from the **remaining** questions.

Q	Questions	Reference/Hint	Mks
1	Answer all the following questions in brief:		
	(a) Differentiate: Flow–Chart vs Data Flow Diagram.	Page No. 4.19, Para 4.4.4	2
	(b) What is Bluetooth? Name any two devices that utilize Bluetooth Technology.	Page No. 3.18, Para 3B.4.1	2
	(c) Define Virtual Private Networks (VPN).	Page No. 2.9, Para 3.3.1	2
	(d) What is the difference between Electronic Cheque and Paper Cheque?	Page No. 5.28, Para 5.4.7, Point B	2
	(e) What are the objectives of Business Process Automation?	Page No. 6.3, Para 6.2.1, Point 5	2
2	(a) What are the various key factors to be considered in implementing Business Process Management (BPM) in an Enterprise?	Page No. 4.9, Para 4.3.2	4
	(b) What are the major reasons for failure of Business Process Management System (BPMS)?	Page No. 4.14, Para 4.3.10, Point 4	4
3	(a) What is Cloud Computing? Describe any 3 types of clouds in Cloud Computing Environment.	Page No. 3.12, Para 3B.2.1, & Page No. 3.13, Para 3B.2.3	4
	(b) What is Mobile Computing? What are the three major concerns related to Mobile Computing?	Page No. 3.17, Para 3B.3.1, & Page No. 3.18, Para 3B.3.5	4
4	(a) What is Bus Topology? List two advantages & two disadvantages.	Page No. 2.17, Para 2.4.3	3
	(b) What do you mean by Threat and Vulnerability? Explain any three facts responsible for occurrence of Vulnerabilities in the Software.	Page No. 2.25 , Para 2.7.2 and Page No. 2.26, Para 2.7.3	5
5	(a) Briefly explain the two main approaches to establish access controls in Software Systems.	Page No. 5.25, Para 5.4.5, Point 3	4
	(b) Explain the different components of Decision Support Systems.	Page No. 5.9, Para 5.2.5, Point 3	4
6	(a) List out different types of delivery channels through which information is delivered to the user.	Page No. 1.3, Para 1A.2.3	4
	(b) Briefly explain Grid Computing. What are possible reasons of using Grid Computing?	Page No. 3.12, Para 3B.1.2	4
7	Write short note on any four of the following:		
	(a) Hardware Virtualization.	Page No. 2.17, Para 1B.1.13, Point 4	2
	(b) Total Quality Management (TQM)	Page No. 12.2.4, Para 12.7, and Page 4.5, Para 4.2.3	2
	(c) HTTPS	Page No. 2.29, Para 2.7.7, Point 3	2
	(d) Extensible Business Reporting Language (XBRL)	Page No.5.24, Para 5.4.7, Point 4	2
	(e) Software as a Service (SaaS)	Page No.3.15, Para 3B.2.5, Point 3	2

Section–B Question 8 is compulsory. Answer **any five** questions from the **remaining** questions.

Q.	Questions	Reference/Hint	Mks
8	(a) You have been hired as a Consultant by a Company to advise it on factors it need to consider for Environmental Scanning. Explain briefly these factors.	Page No. 7.5, Para 7.1.12	3
	(b) "A Strategic Vision is a road map of a Company's future." Comment. Draft a Strategic Vision Statement of any well-known national level Educational Institution you are familiar with.	Page No. 8.8, Para 8.3.1 and Page 8.9 Para 8.3.6 ICAI Vision	3

Q.	Questions	Reference/Hint	Mks
	(c) In your view what are the Key Success Factors for operating in a competitive market place?	Page No. 9.5, Para 9.1.11, Point 2	3
	(d) How would you argue that research and Development Personnel are important for effective strategy implementation?	Page No. 10.28, Para 10.3.25	3
	(e) What steps would you suggest to change a Company's Problem Culture?	Page No. 11.20, Para 11.4.9	3
9	(a) State with reasons which of the following statements is correct or incorrect:		
	(i) Strategic Vision and Mission Statements are needed only by Large Business Houses.	Page No. 8.9, Para 8.3.6	2
	(ii) An industry can have more than one Strategic Group.	Page No. 9.4, Para 9.1.8, 9.1.9	2
	(b) What is meant by Backward Integration? Name any two Backward Integration Strategies that Hospital may pursue.	Page No. 10.15, Para 10.2.19, Page No. 12.13, Para 12.4.4, Point 2	1+2 = 3
10	How does the Internet Technology influence an Industry's Competitive Environment? Explain.	Page No. 12.11, Para 12.4.1, and Page No. 7.9, Para 7.2.8	7
11	(a) "Management of Internal Linkages in the Value Chain could create Competitive Advantage in a number of ways." Briefly explain.	Page No. 11.17, Para 11.3.13, Point 3A	4
	(b) How Strategic Decisions differ in nature from other routine decisions taken in day-to-day working of an organization? Explain.	Page No. 8.7, Para 8.2.6	3
12	(a) In the context of Ansoff's Product-Market Growth Matrix. Identify with reasons, the type of growth strategies followed in the following cases:	Page No. 9.12, Para 9.3.6	
	(i) A leading producer of tooth paste, advise its customers to brush teeth twice a day to keep breath fresh.	Market Penetration	1
	(ii) A Business giant in Hotel Industry decides to enter into Dairy Business.	Diversification	1
	(iii) One of India's premier utility vehicles manufacturing Company Venture of foray into Foreign Markets.	Market Development	1
	(iv) A renowned auto manufacturing Company launches ungeared Scooters in the Market.	Product Development	1
	(b) To which Industries the following developments offer Opportunities and Threats? "Increasing trend in India to organize IPL (Cricket) type of tournaments in other sports also."	Opportunities for Sports Training Institutions, Media & Marketing Firms, Threats for Education, Cinema Theatres, Fine Arts, Other Entertainment, etc.	3
13	Distinguish between:		
	(a) Divestment Strategy and Liquidation Strategy.	Page No. 10.18, Para 10.2.27, 28	4
	(b) Unfreezing the situation and Refreezing – the two stages of Kurt Lewin change process.	Page No. 11.6, Para 11.2.2	3
14	Write short notes on the following:		
	(a) Strategic Responses to Business Environment.	Page No. 7.12, Para 7.3.1	4
	(b) Expansion through Acquisitions and Mergers.	Page No. 10.15, Para 10.2.22	3
	OR		
	Expanded Marketing Mix.	Page No. 10.21, Para 10.3.6	3