Roll No.............................

Total No. of Questions – 14

Total No. of Printed Pages – 4

Time Allowed – 3 Hours

Maximum Marks – 100

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Answers to questions are to be given only in English except in the case of candidates who have opted for Hindi Medium. If a candidate has not opted for Hindi medium, his answers in Hindi will not be valued.

Answers to **Sections A** and **B** should be given in separate sets of answer-books.

SECTION – A

Question No. **1** is compulsory.

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

Marks

1. Describe briefly, the following terms with reference to Information Technology. 1×10 = 10

   (i) Switch

   (ii) Modem

   (iii) HTML

   (iv) Site Blocking

   (v) Buffering

   (vi) Data Transformation

   (vii) Source Program

   (viii) Open Source Software

   (ix) Mirror log

   (x) Chat Server

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P.T.O.

(2)

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			Marks

2. (a) What is Software ? Describe various types of software in brief.   4

   (b) Describe the various components of an Expert System.   4

3. (a) Describe salient features of Hierarchical Database.   4

   (b) Define Data Warehouse. Explain in brief concerns in using Data Warehouse.   4

4. (a) Define Ring Topology. Discuss its advantages and disadvantages.   4

   (b) Differentiate between Serial Transmission and Parallel Transmission.   4

5. (a) Explain in brief technical functionality of Customer Relationship Management.   4

   (b) Describe tactical level of activities in Supply Chain Management.   4

6. Draw a flow chart to print the square of odd numbers between 10 to 50 and also print the sum of their square.   8

7. Describe briefly any **four** terms :   2×4 =8

   (i) Secured Electronic Transaction (SET).

   (ii) Wireless LAN

   (iii) System flow chart

   (iv) SQL

   (v) Fifth Generation Language

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(3)

CMR   Marks

SECTION – B

Question No. 8 is compulsory.

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

8. (a) Explain the factors that affect the strength of competitive pressures from substitute products. 3

   (b) "Strategy is partly proactive and partly reactive." Do you agree ? Give reasons for your answer. 3

   (c) What is Divestment strategy ? When is it adopted ? 3

   (d) Explain any three prominent areas where Human Resource Manager can play a strategic role. 3

   (e) 'A network structure is suited to unstable environment.' Elaborate. 3

9. (a) State with reasons which of the following statements is correct or incorrect. 2×2 =4

      (i) Portfolio analysis helps the strategists in identifying and evaluating various businesses of a company.

      (ii) Benchmarking is a remedy for all problems faced by organizations.

   (b) State the three elements of a strategic vision. 3

10. Explain the meaning of the following concepts : 7×1 =7

      (i) Demographic Environment

      (ii) Strategic Business Unit

      (iii) ADL Matrix

      (iv) Best-cost provider strategy

      (v) Synchro-marketing

      (vi) Premise control

      (vii) Six sigma

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(4)

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Marks

11. (a) How would you analyse the meaning and importance of Efficiency and Profitability as objectives of business ? 2+2 =4

(b) Trace the role of information technology in business process reengineering. 3

12. (a) What is Corporate Strategy ? How would you argue that 'corporate strategy ensures the correct alignment of the firm with its environment' ? 1+3 =4

(b) Explain the concept of Experience Curve and highlight its relevance in strategic management. 3

13. Distinguish between the following :

(a) Logistic Management and Supply Chain Management. 4

(b) Vertically Integrated Diversification and Horizontally Integrated Diversification. 3

14. Write short notes on the following :

(a) Steps for initiating a strategic change. 4

(b) Internet Technology. 3

OR

Characteristics of a Global Company. 3

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