

Roll No.

Total No. of Questions – 14

Total No. of Printed Pages – 6

Time Allowed – 3 Hours

Maximum Marks – 100

DPS

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 who has not opted for Hindi Medium answers in Hindi, his/her answers in Hindi will not be valued.

Answers to Section A and B should be given in separate sets of answer books.

Section – A

Marks
50

Question No. 1 is Compulsory.

Answer any five questions from the rest.

Marks

1. Answer the following in brief :

5×2
=10

- (a) Write any two principles of Business Process Management.
- (b) What kind of awareness is required by an auditor for auditing in an IT environment ?
- (c) What are the advantages of Fiber-optic transmission ?
- (d) How does DSS (Decision Support System) help its users ?
- (e) What are the components of a Computerized Information Processing cycle ?

(2)

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2. A company is selling three types of products, namely, A, B and C to two different types of customers viz. dealers and retailers. To promote the sales, the company is offering the following discounts : **8**

- (i) 10% discount is allowed on Product A, irrespective of the category of customers and the value of order.
- (ii) On product B, 8% discount is allowed to retailers and 12% discount to dealers, irrespective of the value of order.
- (iii) On product C, 15% discount is allowed to retailers irrespective of the value of order and 20% discount to dealers if the value of order is minimum of ₹ 10,000.

Draw a flowchart to calculate the discount for the above policy.

3. (a) Explain the different types of feasibility study done in the System Investigation phase of System Development Life Cycle (SDLC). **4**
- (b) Explain any four advantages of using a Data Base Management System (DBMS). **4**
4. (a) What are the characteristics of Local Area Networks ? **4**
- (b) What are the facts responsible for occurrence of vulnerabilities in the software ? **4**

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(3)

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Marks

5. (a) Explain the different types of Information Systems. **4**
- (b) Explain the pre-requisites of ACID Test for any Transaction Processing System. **4**
6. (a) Explain any four characteristics of cloud computing. **4**
- (b) What are the generic reasons for going for Business Process Automation ? **4**
7. Write short notes on any **four** : **4×2 =8**
- (a) Business Process Re-engineering
- (b) Read Only Memory
- (c) Hyper Text Transfer Protocol Secure (HTTPS)
- (d) Artificial Intelligence
- (e) Network Virtualization

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P.T.O.

(4)

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Marks

Section – B

Marks

50

Question No. 8 is compulsory.

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

In case, any candidate answers extra Question(s)/Sub-question(s) over and above the required number, then only the requisite number of questions first answered in the answer-book shall be valued and subsequent extra questions answered shall be ignored.

8. (a) A Manager faces different problems while trying to understand the environment. Discuss. **3**
- (b) Mention three key characteristics that separate Six Sigma from other Quality Programs. **3**
- (c) Davis and Lawrence have proposed three distinct phases to develop matrix structure. Explain. **3**
- (d) Briefly discuss the framework of strategic management. **3**
- (e) Discuss the characteristics of business environment. **3**
9. (a) State with reasons which of the following statement is correct or incorrect : **2×2 =4**
- (i) A corporate culture is always identical in all organisations.
- (ii) Strategic management is a bundle of tricks and magic.
- (b) Give various reasons to justify that a division structure is costly. **3**

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(5)

DPS

Marks

10. What is supply chain management ? Discuss major steps in implementing supply chain management systems in a business organisation. **7**
11. (a) In the light of BCG Growth Share Matrix, state the situation under which the following strategic options are suitable : **4**
- (i) Build
 - (ii) Hold
 - (iii) Harvest
 - (iv) Divest
- (b) How Ansoff's Product Market Growth Matrix is a useful tool for business organisations ? **3**
12. (a) Michael Porter has suggested three generic strategies. Explain them with examples. **4**
- (b) What are the strategic responses of an organisation to its environment ? Explain. **3**
13. Distinguish between the following :
- (a) Vision and Mission **4**
 - (b) Co-generic Merger and Conglomerate Merger **3**

DPS

P.T.O.

(6)

DPS

Marks

14. Write short notes on the following :

(a) Strategic Group Mapping

4

(b) Augmented Marketing

3

OR

Internet Technology

3

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