

Test Series: February, 2015

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. Answer all the following questions in brief.
 - (i) Decision Table
 - (ii) Value Chain
 - (iii) Computer Bus
 - (iv) Wi-Fi
 - (v) Vulnerability
 - (vi) Repeater
 - (vii) Knowledge Management Systems
 - (viii) XBRL
 - (ix) Business Application
 - (x) HTTPS (1 x 10 = 10 Marks)
2.
 - (a) Discuss the architecture of Cloud Computing. (5 Marks)
 - (b) List down some of the business uses of Internet. (3 Marks)
3.
 - (a) What is an Expert System? Discuss its components in brief. (5 Marks)
 - (b) Discuss about Smart Card and its types? (3 Marks)
4.
 - (a) Discuss Network Virtualization and its application. (5 Marks)
 - (b) Why Grid computing is needed? (3 Marks)
5.
 - (a) Differentiate between Hierarchical Database Model and Network Database Model. (5 Marks)
 - (b) Differentiate between Transport Layer and Network Layer of OSI Model. (3Marks)
6.
 - (a) A company ABC Ltd. is engaged in selling consumer goods to different categories of customers. In order to increase its sales, different types of discounts are offered

to customers. The policy of discount is as given below:

- (i) On cooking range, a discount of 12 percent is allowed to dealers and 9 percent to retailers irrespective of the value of the order.
- (ii) A discount of 12 percent is allowed on washing machine irrespective of the category of customer and the value of the order.
- (iii) On decorative products, dealers are allowed a discount of 20 percent provided that the value of the order is Rs. 10,000 and above. Retailers are allowed a discount of 10 percent irrespective of the value of the order.

Draw a flow chart to calculate the discount for the above policy. *(5 Marks)*

(b) Give advantages of using Decision Tree. *(3 Marks)*

7. Write short notes on any **four** of the following.

- (a) Bluetooth
- (b) Business Process Reengineering (BPR)
- (c) Mesh Network
- (d) Core Banking System (CBS)
- (e) Application Controls

(4 × 2 = 8 Marks)

Test Series: February, 2015

MOCK TEST PAPER – 1
INTERMEDIATE (IPC): GROUP – II
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) Organization can wield considerable power and influence over some of the elements of the external environment. Discuss. (3 Marks)
- (b) Explain the meaning of market penetration. (3 Marks)
- (c) What is meant by concentric diversification? (3 Marks)
- (d) The first step in strategic management model is developing a strategic vision and mission. Explain. (3 Marks)
- (e) Describe briefly the use of strategic management techniques in educational institutions. (3 Marks)
2. (a) State with reasons which of the following statements is correct/incorrect:
 - (i) Strategy needs to be perfect, flawless and optimal.
 - (ii) A strength is an inherent capacity of an organization. (2 × 2 = 4 Marks)
- (b) Distinguish between strategy formulation and strategy implementation. (3 Marks)
3. Write short notes on the following:
 - (a) Industry. (2 Marks)
 - (b) Key success factors. (2 Marks)
 - (c) Value chain analysis. (3 Marks)
4. Discuss PESTLE as a framework for analysis of macro environmental factors of a business. (7 Marks)
5. (a) 'Strategic planning and implementation are must for all organizations'. In light of statement discuss the importance of strategic planning. (4 Marks)
- (b) What tips can you offer to write a 'right' mission statement? (3 Marks)
6. Under what conditions would you recommend the use of turnaround strategy in an organization? What could be a suitable work plan for this? (7 Marks)
7. Explain prominent areas where Human Resource Manager can play a strategic role. (7 Marks)