

# IT & SM – MAY 2017 - QUESTION PAPER

## Section - A Question No.1 is compulsory

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

- Q.1** Answer the following in brief: **[5 × 2 = 10 Marks]**
- (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?
- Q.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:
- (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. **[8 Marks]**
- Q.3**
- (a) Explain the different types of feasibility study done in the System Investigation phase of System Development Life Cycle (SDLC). **[4 Marks]**
  - (b) Explain any four advantages of using a Data Base Management System (DBMS). **[4 Marks]**
- Q.4**
- (a) What are the characteristics of Local Area Networks? **[4 Marks]**
  - (b) What are the facts responsible for occurrence of vulnerabilities in the software? **[4 Marks]**
- Q.5**
- (a) Explain the different types of Information Systems. **[4 Marks]**
  - (b) Explain the pre-requisites of ACID Test for any Transaction Processing System. **[4 Marks]**

- Q.6** (a) Explain any four characteristics of cloud computing. [4 Marks]
- (b) What are the generic reasons for going for Business Process Automation? [4 Marks]
- Q.7** Write short notes on any **four**: [4 × 2 = 8 Marks]
- (a) Business Process Re-engineering
- (b) Read Only Memory
- (c) Hyper Text Transfer Protocol Secure (HTTPS)
- (d) Artificial Intelligence
- (e) Network Virtualization

**Section - B**  
**Question No.8 is compulsory**

Answer any **five** question 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.

- Q.8**
- (a) A Manager faces different problems while trying to understand the environment. Discuss. [3 Marks]
- (b) Mention three key characteristics that separate Six Sigma from other Quality Programs. [3 Marks]
- (c) Davis and Lawrence have proposed three distinct phases to develop matrix structure. Explain. [3 Marks]
- (d) Briefly discuss the framework of strategic management. [3 Marks]
- (e) Discuss the characteristics of business environment. [3 Marks]
- Q.9**
- (a) State with reasons which of the following statement is correct or incorrect: [2× 2= 4 Marks]
- (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 Marks]

**Q.10** What is supply chain management? Discuss major steps in implementing supply chain management systems in a business organisation.

[7 Marks]

**Q.11**

(a) In the light of BCG Growth Share Matrix, state the situation under which the following strategic options are suitable:

- (i) Build
- (ii) Hold
- (iii) Harvest
- (iv) Divest

[4 Marks]

(b) How Ansoff's Product Market Growth Matrix is a useful tool for business organisations?

[3 Marks]

**Q.12**

(a) Michael Porter has suggested three generic strategies. Explain them with examples.

[4 Marks]

(b) What are the strategic responses of an organisation to its environment? Explain.

[3 Marks]

**Q.13 Distinguish between the following:**

(a) Vision and Mission

[4 Marks]

(b) Co-generic Merger and Conglomerate Merger

[3 Marks]

**Q.14** Write short notes on the following:

(a) Strategic Group Mapping

[4 Marks]

(b) Augmented Marketing

[3 Marks]

OR

Internet Technology

[3 Marks]