

Roll No.....

Total No. of Questions—10]

[Total No. of Printed Pages—8

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 who has not opted for Hindi medium, answers in Hindi, 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

Attempt all questions.

- | | |
|---|-------|
| 1. (a) Describe briefly the following terms : | Marks |
| (i) VPDN | 5×1=5 |
| (ii) Folder | |
| (iii) DDL compiler | |
| (iv) Shareware | |
| (v) Clock speed. | |
| (b) Explain each of the following : | |
| (i) Real time data warehouse | 5×1=5 |
| (ii) MMX | |
| (iii) Online backup | |
| (iv) Index field | |
| (v) Operating system. | |
| 2. Answer the following questions : | |
| (a) Define an Expert system. Describe the components of an Expert system. | 7 |
| OR | |
| (b) Describe the ways a computer network can help business. | 7 |
| (c) What are the challenges faced by the management of a data centre ? | 3 |

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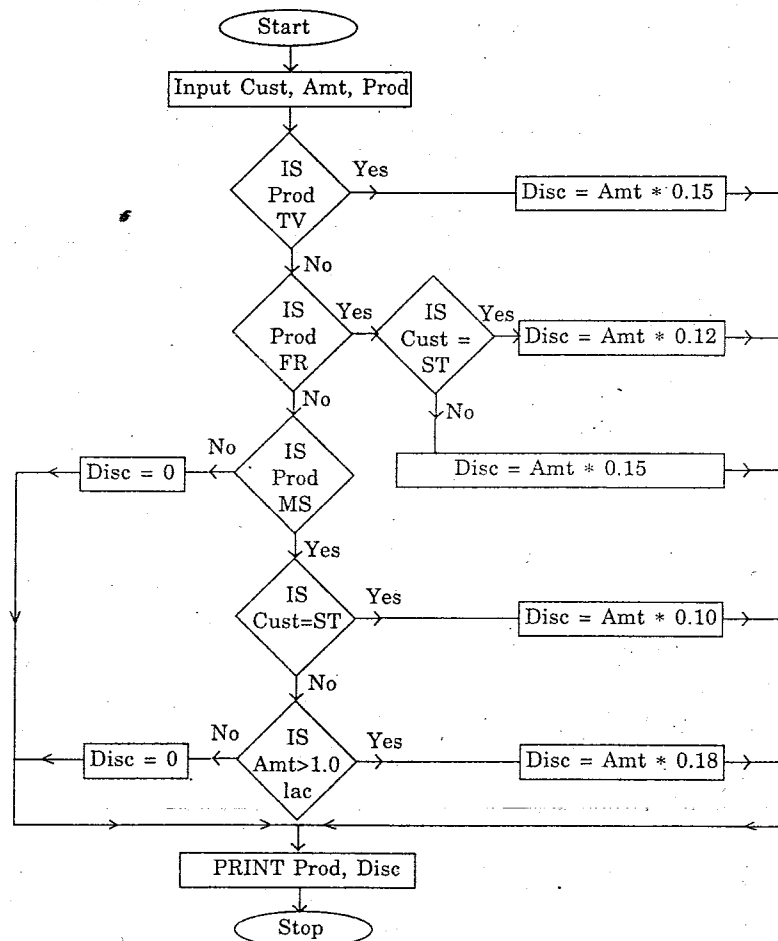
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Marks

3. (a) Describe in brief the various components of Client Server Architecture. 4
(b) What are the various views taken into account, while designing the architecture of a Database. Which view is user dependent and which one is user independent ? =6
Which view is storage device oriented ?

OR

- (c) Why documentation is required ? List any 4 types of documentations required to be prepared prior to delivery of customized software to a customer. 2+4=6
4. Frame the problem for which the given Flowchart has been drawn. See the Abbreviations defined below : 10



Cust : Client, Prod : Product, Amt : Amount, Disc : Discount, TV : Television, FR : Fridge, MS : Music System, ST : Student

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5. (a) What do you understand by the term EFT ? Describe in brief, the different EFT systems in operations. 5
- (b) Explain the OSI Model of communication. 5

SECTION—B

Attempt **all** questions.

6. State with reasons which of the following statements is correct or incorrect $3 \times 2 = 6$ (Attempt any **three**) :
- (a) Strategic management is a bundle of tricks and magic.
- (b) The purpose of SWOT analysis is to rank organisations.
- (c) SBU concepts facilitate multi-business operations.
- (d) PLC is an S shaped curve.
- (e) The rate and magnitude of changes that can affect organisations are decreasing dramatically.
7. Answer briefly any **two** of the following : $2 \times 2 = 4$
- (a) Can a change in the elected government affect the business environment ? Explain.
- (b) Enlist the components of marketing mix.
- (c) Differentiate clearly between forward and backward integration.
8. Describe the construction of BCG matrix and discuss its utility in strategic management. $5 + 5 = 10$
9. Define Business Process Re-engineering. Briefly outline the steps therein. $4 + 6 = 10$
10. Read the following case study and answer the questions given at the end :

Meters Limited is a company engaged in the designing, manufacturing, and marketing of instruments like speed meters, oil pressure gauges, and so on, that are fitted into two and four wheelers. Their current investment in assets is around Rs. 5 crores and their last year turnover was Rs. 15 crores, just adequate enough to breakeven. The company has been witnessing over the last couple of years, a fall

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in their market share prices since many customers are switching over to a new range of electronic instruments from the range of mechanical instruments that have been the mainstay of Meters Limited.

The company has received a firm offer of cooperation from a competitor who is similarly placed in respect of product range. The offer implies the following :

- (i) transfer of the manufacturing line from the competitor to Meters Limited;
- (ii) manufacture of mechanical instruments by Meters Limited for the competitor to the latter's specifications and brand name; and
- (iii) marketing by the competitor.

The benefits that will accrue to Meters Limited will be better utilization of its installed capacity and appropriate financial compensation for the manufacturing effort.

The production manager of Meters Limited has welcomed the proposal and points out that it will enable the company to make profits. The sales manager is doubtful about the same since the demand for mechanical instruments is shrinking. The Chief Executive is studying the offer.

- (a) What is divestment strategy ? Do you see it being practised in the given case ? Explain. 5
- (b) What is stability strategy ? Should Meters Limited adopt it ? 5
- (c) What is expansion strategy ? What are the implications for Meters Limited in case it is adopted ? 5
- (d) What is your suggestion to the Chief Executive ? 5

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