MITTAL COMMERCE CLASSES   CA INTERMEDIATE– MOCK TEST

ALL BATCHES
DATE: 27.08.2018   **MAXIMUM MARKS: 100**   **TIMING: 3¼ Hours**

EIS& SM

Q. No. 1 is compulsory.
Answer any five questions from the rest

SECTION – A : ENTERPRISE INFORMATION SYSTEMS

Question 1:
Answer all the following questions in brief:
- (a) Centralized Computing
- (b) Bridge
- (c) Virtual memory
- (d) Any four benefits of e-commerce
- (e) BYOD (Bring your own device)

(2 x 5 = 10 Marks)

Question 2:
A bicycle shop in Delhi hires bicycles by the day at different rates as shown in table: -

Season	Charges per day
Spring (March - May)	Rs.8.00
Summer (June - August)	Rs.9.50
Autumn (Sept - Nov.)	Rs.5.00
Winter (Dec. - Feb.)	Rs.6.00

To attract his customers, the proprietor also gives a discount on the number of days a bicycle is hired for. If the hire period is more than 10 days, a reduction of 15% is made. For every bicycle hired, a deposit of ` 20 must be paid. Develop a flowchart to print out the details for each customer such as name of customer, number of days a bicycle is hired for, hire -charges and total charges including the deposit. It is also assumed that there are 25 customers and complete details for each customer such as name of customer, season and number of days the bicycle is required for is inputted through console.

(8 Marks)

Question 3:
- (a) What is Cloud Computing? Describe any three types of clouds in cloud computing environment. **(4 Marks)**
- (b) Distinguish between Master and Non-master Data. **(4 Marks)**

Question 4:
- (a) Discuss Service models of Cloud Computing. **(4 Marks)**
- (b) Distinguish between hierarchal and Network data base. **(4 Marks)**

Question 5:
- (a) Explain e-commerce transaction process.
- (b) What is Grid Computing. Explain its benefits. **(2 x 4 = 8 Marks)**

Question 6:
- (a) Explain various services provided by bank.
- (b) Discuss the common Switching techniques used in computer networking.

(2 x 4 = 8 Marks)

Question 7:
Write short notes on any four of the following:
- (a) Hub
- (b) Repeater
- (c) CORE
- (d) Mobile Computing **(2 x 4 = 8 Marks)**

SECTION – B : STRATEGIC MANAGEMENT

Q. No. 8 is compulsory.
Answer any five questions from the rest

Question 8:
- (a) Discuss networkstructure   **(3 Marks)**
- (b) What are the differences between operational control andmanagementcontrol
       (3 Marks)
- (c) Production System   **(3 Marks)**
- (d) What does the concept of 'question marks' in the context of BCG Growth-share matrix signify? What strategic options are open to a business firm which has some 'question marks' in the portfolio of its businesses?   **(3 Marks)**
- (e) 'Determining an appropriate mix of debt and equity in a firm's capital structure can be vital to successful strategy implementation'. Discuss.   **(3 Marks)**

Question 9:
- (a) State with reasons which of the following statements is correct or incorrect.
  - (i) PLC is an S shaped curve
  - (ii) Demarketing strategies may aim to reduce demand temporarily or permanently.
       (2 x 2= 4 Marks)
- (b) Write short notes on the Elements of Marketing Mix   **(3 Marks)**

Question 10:
The Management of a sick company manufacturing various electrical home appliances seeks your advice for an appropriate retrenchment strategy. What will be your advice and why?
     (7 Marks)

Question 11:
- (a) 'To coordinate more complex organizational functions, companies should abandon thesimple structure in favour of the functional structure' Discuss.   **(3 Marks)**
- (b) Need for Turnaround Strategy   **(3 Marks)**

Question 12:
- (a) What are the five competitive forces in an industry as identified by Michael Porter?
       (4 Marks)
- (b) Write a short note on Product Life Cycle (PLC) and its significance in portfolio diagnosis
       (3 Marks)

Question 13:
Distinguish between the following:
- (a) 'Market development' and 'Product development'.   **(4 Marks)**
- (b) Expansion Strategy and Retrenchment Strategy   **(3 Marks)**

Question 14:
Write short notes on the following:
- (a) Product life cycle.   **(4 Marks)**
- (b) Distinguish between The Three Levels of Strategy Formulation
  OR
  State the three elements of a strategic vision   **(3 Marks)**

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