PCE
GROUP II - PAPER 6
INFORMATION TECHNOLOGY
& STRATEGIC MANAGEMENT

IPCC
GROUP-II PAPER-7
INFORMATION TECHNOLOGY
AND STRATEGIC MANAGEMENT

Roll No. .....

Total No. of Questions – **14**

Total No. of Printed Pages – **8**

Time Allowed – **3** Hours

MAY 2012

Maximum Marks – **100**

WIN – H

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 has not opted for Hindi medium, his answers in Hindi will not be valued.

Answer to Sections **A** and **B** should be given in separate sets of answer-books.

SECTION – A

Question No. **1** is compulsory.

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

Marks

1. Answer all the following questions in brief : **5×2 =10**

   (a) What is fat client / fat server ?

   (b) Differentiate volatile and non-volatile memory.

   (c) What is Computer Output Microfilm (Microfiche) ?

   (d) Define Entity and Relationship.

   (e) What is WiFi ?

2. (a) Explain the different types of database backups. **4**

   (b) What are the components of Decision Support System ? **4**

3. (a) What are the requirements of LAN ? **4**

   (b) Describe the components of Intrusion Detection Systems. **4**

4. (a) Describe the factors in determining the best file organization. **4**

   (b) Explain the distinct steps in "Document Imaging". **4**

Marks

5. (a) Differentiate between Third-Generation Languages (3 GLs) and Fourth-Generation Languages (4 GLs). 4

(b) Describe the advantages and disadvantages of machine language or first generation languages. 4

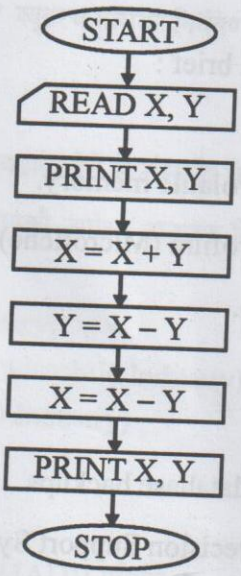
6. For the flow chart given below : 4,3,1

(a) Print the output displayed for using the given two sets of data :

	X	Y
1st Set :	15	20
2nd Set :	35	30

(b) What interpretation do you make from the instructions given in the flow chart ?

(c) Comment about the storage of the variables used in the instructions of the flow chart.



7. Describe briefly any **four** terms : 4×2 =8

(a) Bluetooth

(b) Primary Key

(c) Conventions or rules of a Protocol

(d) ASCII Code

(e) Device Drivers

Marks

SECTION – B

Question No. 8 is compulsory.

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

8. (a) "Environment is the sum of several External and Internal forces that affect the functioning of business." Explain. 3

(b) Briefly explain the importance of Strategic Management. 3

(c) Specify the steps that is needed to initiate & bring changes in the strategic building of any organization. 3

(d) Being a strategic professional, analyze and redesign the work force in the context of business process reengineering. 3

(e) Elaborate the interrelationship between strategy formulation and implementation. 3

9. (a) State with reasons which of the following statements is correct or incorrect : 2×2 =4

(i) Developing annual objectives & short-term strategies that are compatible with the selected set of long-term objectives are one of the major task of strategic management.

(ii) E-commerce technology opens up a host of opportunities for reconfiguring industry and company value chains.

(b) Fill in the blanks in the following statements with the most appropriate word : 3×1 =3

(i) Strategy is a deliberate reach for a plan of action that will develop a business _____ and compound it.

(ii) Market penetration refers to a _____ where the business focuses on selling existing products into existing market.

(iii) Total Quality Management is a people focused management system that aims at continual increase in _____ at continually lower real cost.

Marks

10. Explain the meaning of following concepts : 7×1 =7

(i) Production System

(ii) Differential Marketing

(iii) De-marketing

(iv) Directional Strategies

(v) Cost Leadership Strategies

(vi) Market Penetration

(vii) Strategic Group Mapping

11. (a) Elaborate the following principles that guide the Total Quality Management Philosophy : 3×1 =3

(i) Universal Quality Responsibility

(ii) Preventing Rather than Detecting Defects

(iii) Continuous Improvement and Learning

(b) What is strategic control ? Briefly explain the different types of strategic control. 1+3 =4

12. (a) Explain briefly the role of culture in promoting better strategy execution. 4

(b) Describe two environmental changes that you expect to have a major impact on the industry : 3×1 =3

(i) Retail Industry

(ii) Automobile Industry

(iii) Education Industry

13. Distinguish between the following :

(a) DMAIC and DMADV Methodology of Six Sigma 4

(b) Expansion Strategy and Retrenchment Strategy 3

14. Write short notes on the following : 4+3 =7

(a) Elements Considered for Situational Analysis

(b) Role of Global Industries