

Roll No. ....

Total No. of Questions – 14

Total No. of Printed Pages – 6

Time Allowed – 3 Hours

Maximum Marks – 100

## VTP

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, his/her answers in Hindi will not be valued.

Answer to Section A and B should be given in separate sets of answer books.

### SECTION – A

(Marks : 50)

Question No. 1 is compulsory.

Answer any five questions from the rest.

- |   | Marks      |
|---|------------|
| 1. Answer the following in brief :  | 5×2<br>=10 |
| (a) What are limitations of using a Decision Tree ?                       |            |
| (b) Distinguish between 'Resilience' and 'Contention'.                    |            |
| (c) Distinguish between 'Message Authentication' and 'Message Integrity'. |            |
| (d) Distinguish between CRM and SRM.                                      |            |
| (e) Distinguish between cloud service models – SaaS and PaaS.             |            |

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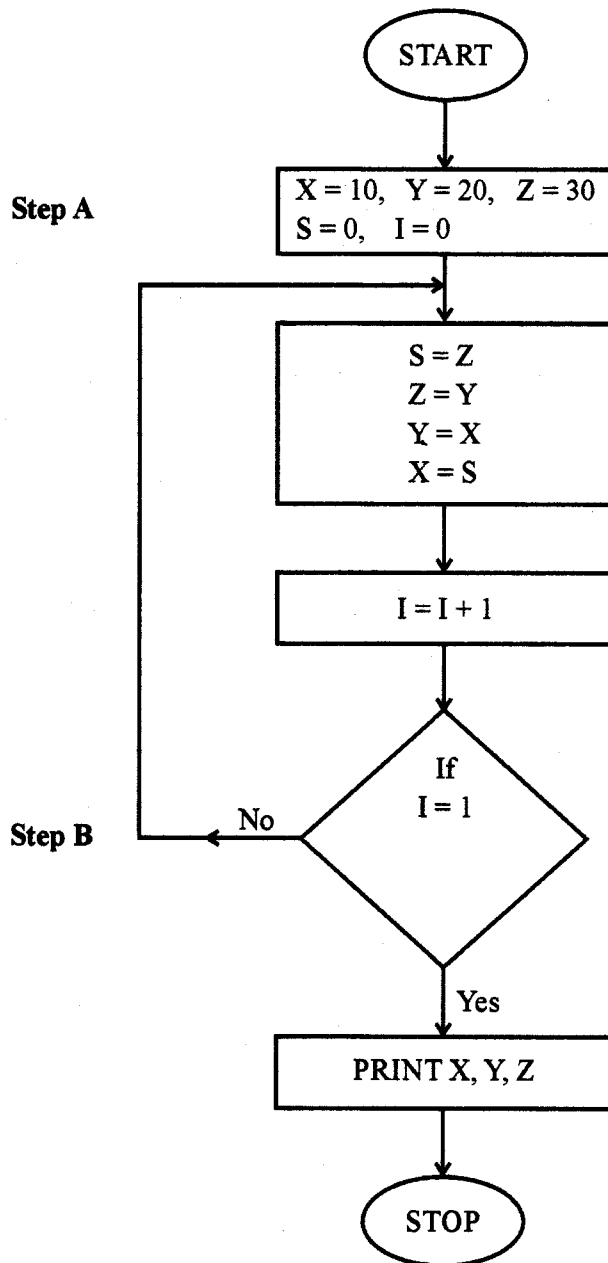
(2)

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2. Consider the following flow chart :

4×2  
=8



- (a) What is the output of the flow chart ?
- (b) In Step-B, put  $I=3$  in place of  $I = 1$ ; what will be output then ?
- (c) In Step-B, put  $I=6$  in place of  $I = 1$ ; what will be the output then ?
- (d) In the given flow-chart, replace  $I = 0$  by  $I = 1$  at step A, what will be the output ?

VTP

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VTP

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3. (a) What are (i) unstructured and (ii) structured network security threats ? Discuss. 4
- (b) Which of the following network(s) considers connectivity to a certain central unit ? 1+3  
=4
- (i) Mesh Network
- (ii) Ring Network
- (iii) Star Network
- .Write three advantages of such network.
4. (a) Discuss in brief the two major approaches of establishing 'access controls'. 4
- (b) List out various Information System Resources and their corresponding products. 4
5. (a) What are benefits of pursuing Business Process Automation ? List any eight. 4
- (b) What adequate controls related to data processing should be enforced through the front end application system to have consistency in the control process ? Discuss any four. 4
6. (a) Explain the concept of mobile computing. Also, mention its components. 1+3  
=4
- (b) Discuss six major advantages and two disadvantages of a DBMS. 3+1  
=4
7. Write short notes on any **four** of the following :
- (a) 'Top-down commitment, Bottom-up Execution' in BPM. 4x2  
=8
- (b) 'Memory Management' by Operating System.
- (c) Any four risks involved in e-commerce.
- (d) Is 'Electronic cheque' superior to the 'paper cheque' ?
- (e) 'Resource balancing' as benefit of Grid computing.

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(4)

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SECTION – B

(Marks : 50)

Question No. 8 is compulsory.

Answer any five questions from the rest.

8. (a) What are the key characteristics of a global company ? Explain. 3
- (b) Discuss the responsibilities of a functional manager. 3
- (c) "Strategy is partly proactive and partly reactive." Do you agree with statement ? Give reasons for your answer. 3
- (d) "A network structure is suited to unstable environment." Elucidate this statement. 3
- (e) Discuss the challenges faced by public sector units while designing for their organisations. 3
9. (a) State with reasons which of the following statement is correct or incorrect : 2×2 =4
- (i) Performance appraisal is a tool to identify the deficiencies in employees.
- (ii) Successful strategy formulation guarantee successful strategy implementation.
- (b) Explain the various categories in which generic business process of a firm requires redesigning. 3

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(5)

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10. Explain the different stages of the Product Life Cycle (PLC) and its significance in a portfolio diagnosis. 7
11. (a) As a Manager, which factors will you need to consider for environmental scanning? 4
- (b) Why environmental analysis is needed in a Business Organisation? 3
12. (a) You are a Manager of a firm and you have to raise funds for a business project. From which sources you will raise the funds? 4
- (b) How does Total Quality Management facilitate value addition in an organisation? 3
13. Distinguish between the following :
- (a) Market Development and Product Development under Ansoff's Product Market Growth Matrix. 4
- (b) Concentric Diversification and Conglomerate Diversification. 3

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(6)

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**Marks**

14. Write a short note on the following :

- |   |   |
|---|---|
| (a) Basic features of grand strategies. | 4 |
| (b) Merger and Acquisition Strategy.    | 3 |

**OR**

Responsibilities of strategic leader.	3
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