

MOCK TEST PAPER-II
INTERMEDIATE (IPC): GROUP – II
PAPER – 7: INFORMATION TECHNOLOGY AND STRATEGIC MANAGEMENT
SECTION – A: Information Technology

Time Allowed – 1½ Hours

Maximum Marks: 50 Marks

Part I : Multiple Choice Questions

Total Marks: 15 Marks

Question Nos. 1 to 5 carries 2 marks each. Question Nos. 1 to 4 belongs to case scenario.

Sneh enterprise deals with wooden furniture for home and offices and operates its business activities through online mode only. The company owns a website named www.snehenterprise.com which allows its customer to place orders by making payment online. The enterprise has two warehouses in Delhi and supplies its goods to Delhi/NCR with no shipping charges on the purchase of products worth Rs. 5000. For the product delivery to addresses apart from Delhi/NCR; the shipping charges are applicable depending on the distance. The enterprise has a policy to dispatch the product on third day of receiving the order. Mr. Anil, who works with the sales team of the enterprise, is responsible to supervise the record of orders placed by customers and the dispatch of products to the customers. As a promotional campaign; the sales team announced that a week before Diwali festival, any employee of the enterprise who places order to any of its products through their website shall be given an extra discount of 15% in addition to the existing discounts already on the respective products.

Mr. X joins the enterprise as an IT head to suggest how well the technology can be put in place to improvise the overall functioning of the enterprise. He suggested that the enterprise shall follow best of the Business Management Practices and to have mobile application in order to promote its business. The management agreed to have mobile application, so hired DEF solutions to develop the mobile app for enterprise. Mr. Rajesh from DEF solutions, as the team leader of this project observed the current procedure of enterprise by spending time in various departments. For this, he carries detailed study to understand the working of existing business processes, considers the hardware and software requirements, the flow of data between various processes and so on.

1. Identify the type of business application processing Mr. Anil is working to supervise the records of orders placed by customers and the dispatch of products to the customers.
 - (a) Batch Processing
 - (b) Online Processing
 - (c) Real time Processing
 - (d) Leased Processing
2. In purview of the promotional campaign of enterprise, wherein any employee of the enterprise purchases any product from enterprises' website; the amount will be deducted in two equal installments from individual's salary account. What kind of electronic fund transfer method would be a best suggestion for Sneh enterprise?
 - (a) Telephone Transfer
 - (b) Preauthorized Transfer
 - (c) Point of sale Transaction
 - (d) Card Transfer

3. If the Sneh enterprise uses Office Automation System to track customer orders, and invoice etc.; which of the following application of Office Automation System will be helpful to the enterprise in maintaining the schedule of product delivery at different locations?
 - (a) Word Processing
 - (b) Desktop Publishing
 - (c) Electronic Calendaring
 - (d) Electronic Mail
4. On the basis of work profile of Mr. Rajesh as mentioned in aforementioned case scenario, what do you think will the position of Mr. Rajesh be?
 - (a) System Analyst
 - (b) Network Engineer
 - (c) Database Administrator
 - (d) Human Resource Head
5. XYZ organization following the best practices of Business Process Management (BPM) to improvise end to end business processes in various stages with objective to grow revenues quickly while controlling resource costs. Identify the point which does not belong to practices of BPM.
 - (a) BPM strives for process-oriented organizational structure
 - (b) Continuously train the workforce
 - (c) Improves business process after certain loss in business
 - (d) Align employee bonuses and rewards to business process

Question Nos. 6 to 10 carries 1 mark each.

6. Identify the false statement from the following.
 - (a) Data Flow Diagram is easier to understand by technical and nontechnical audiences.
 - (b) Flow chart is easy to use where the problem logic is complex.
 - (c) In the case of any modification in flow chart, it may require complete redrawing.
 - (d) Box shape represents entity in an Entity –relationship (ER) diagram.
7. Due to Covid 19 pandemic, ABC Pvt. Ltd., Delhi based MNC decided to have all meetings with its board members across the world through videoconferencing. ABC Pvt. Ltd. uses the software of NN solutions Ltd. that provides an interoperable cloud-based video conferencing service that connects all the board members across a wide range of devices and conferencing platforms. This is an example of _____.
 - (a) Platform as a Service
 - (b) Communication as a Service
 - (c) Network as a Service
 - (d) Infrastructure as a Service

8. Which of the following telecommunication network is created with two or more PCs connected together and share resources without going through a separate server computer?
 - (a) Peer-to-Peer Networking
 - (b) Client/Server Network
 - (c) Virtual Private Network
 - (d) Single Tier Architecture
9. Mr. Amar purchased toys for his kids worth Rs. 10,000 from store named Kidshouse and made payment through his credit card which is issued to him by SBI Bank. The store maintains its account with ABC Bank. Under which of the following stage of credit card processing Mr. Amar is billed and the store is paid for the transaction, after receiving the payment from ABC Bank with a subtraction of interchange fees.
 - (a) Batching
 - (b) Clearing
 - (c) Authorization
 - (d) Funding
10. In an Information system, Communication controls are responsible for transporting data among all the other subsystems within a system and for transporting data to or receiving data from another system. Which of the following communication control specifies the location of nodes in a network and ways in which these nodes are linked?
 - (a) Internetworking Control
 - (b) Topological Control
 - (c) Channel Access Control
 - (d) Physical Component Control

Part II: Descriptive Questions

1. (a) Briefly explain various types of audit that may be conducted during System Development Process. **(3 Marks)**
 (b) List different types of servers based on the nature of services they provide. **(2 Marks)**
2. (a) Mr. Amit, a system administrator of NNK engineering college, is carrying out an activity of under the process of establishing network in two newly established computer labs of college. Identify various ways by which he can make the physical or logical arrangement of links and linking devices in a network. Explain their characteristics. **(6 Marks)**
 (b) Identify the information system which is capable to link data of an organization from various sources both internal and external to provide the amount and kind of information executives find useful. Briefly explain the components of this information system. **(4 Marks)**
3. (a) Ms. Neha has joined a software development course to learn the development of application software to address the real life problem of endusers which may be business or scientific or any other problem. In light of this statement, briefly explain different types of application software. **(6 Marks)**

- (b) Various sequential steps are involved in the implementation of Business Process Automation (BPA) so that it improves the performance, accuracy and efficiency of the key business processes of an organization and make it more efficient and responsive to customers and employee needs. Briefly explain these steps involved. **(4 Marks)**
4. (a) Suppose you are hired as a consultant of XYZ organization who wants to implement Six Sigma as incremental process improvement methodology of BPM to improve the quality of process output by identifying and removing the causes of defects and minimizing variability in manufacturing and business processes. Explain the various phases of Six Sigma Life cycle. **(6 Marks)**
- (b) A threat is a possible danger that can disrupt the operations, functioning, integrity or availability of a network within an organization. Discuss the various categories of threats related to network security. **(4 Marks)**
5. (a) ABC hospital acquired a medical expert system that functions as intelligent assistant to its doctors in their diagnostic process, laboratory test analysis and teaching medical students. Discuss various key components associated with Expert System. **(6 Marks)**
- (b) Discuss the major components of DFD. **(4 Marks)**

SECTION – B: STRATEGIC MANAGEMENT

Time Allowed – 1½ Hours

Maximum Marks – 50

Question 1 and 2 are compulsory.

Attempt any **three** questions out of remaining **four** questions.

1. (A) Amrutha, a third year computer science student living in Tamilnadu, realised that during covid-19 pandemic her mother was not able to buy the basic products that she used in her worship routine. As a result, many small vendors also went out of business during the lockdown. She started studying more about the market and observed that the way the business was conducted had many gaps and loopholes. She dedicated herself to develop a small market place where consumers like her mother and small vendors could meet and trade, and called it Saamagree.

Her interaction with small vendors was a success factor, where she was able to convince them to bring their business online and give them volume in sales. Vendors were hesitant early on, but followed suit when they saw the benefits coming in. Amrutha, being a student was happy with the growth and wanted to focus on studies more and let the business operate as usual.

To her surprise, her father's company which was a big FMCG brand took over her business within a year itself, and designated Ms. Srividya Rajanan, to lead the division with Amrutha. Amrutha, knew her customers and vendors very closely and Ms. Rajanan was an expansion expert. So their division was developed as a simple structure within the organisation as an experiment.

Ms. Rajanan's marketing team expanded swiftly to rope in vendors from areas far and beyond backed by their in-house distribution channels. However, the initial vendors and customers felt betrayed as their trust rested in Amrutha and her personalised touch to the business. It took the team months to build an identity that matched the sincerity of a one woman led brand.

The market segment has been a very niche one for the FMCG brand however the results have been satisfying. The plan is to go Pan-India in the coming years with Amrutha leading from the front and Ms. Rajanan exiting the division. New markets, new ways of business are inevitable and bring a freshness to business is what Saamagree has proven.

Based on the above Case Scenario, answer the Multiple Choice Questions.

1. Which of the following characteristics has been one of the biggest strengths of Saamagree's management?
 - (a) Induce and direct events
 - (b) Induce and direct people
 - (c) Influence process to make things happen
 - (d) Gain command over the phenomena (1 Mark)
2. The leadership team decided to keep the organisation structure straight and simple based on the intricacies of?
 - (a) Goals and objectives
 - (b) Vision statement
 - (c) Business definition
 - (d) Business model (1 Mark)

3. Before Ms. Srividya Rajanan joined the company, Amrutha's intent was inclined towards which of the following strategies?
 - (a) Combination strategy
 - (b) Retrenchment strategy
 - (c) Expansion strategy
 - (d) Stability strategy

(1 Mark)
 4. The marketing team of Saamagree could not gauge a very crucial aspect of markets that led to a temporary dent in its brand positioning. Which of the following is being mentioned in the above scenario?
 - (a) Switching costs of products
 - (b) Distribution channel accessibility
 - (c) Retaliation from the market
 - (d) Political influence in the industry

(1 Mark)
 5. The very ideation of the business was based on bringing about a change in existing ways of business. What can be said about the basis of building Saamagree?
 - (a) Market penetration
 - (b) Business process reengineering
 - (c) Product differentiation
 - (d) Best cost provider strategy

(1 Mark)
- (B) A beverage company has more than 500 soft drink brands, but none of them is anywhere close to its premium brand *One Sip* in awareness, revenue and profits. As per BCG's Matrix, *One Sip* brand for the beverage company is?
- (a) Star
 - (b) Dog
 - (c) Cash cow
 - (d) Question mark
- (2 Marks)**
- (C) Davis and Lawrence have proposed three distinct phases for development of matrix structure. These phases are (1) Cross-functional task forces (2) Product/brand management and (3) _____.
- (a) Market/external management
 - (b) Functional matrix
 - (c) Mature matrix
 - (d) Internal management
- (2 Marks)**
- (D) A famous restaurant enjoys full occupancy during the lunch and dinner time for last few months. In fact, many customers go back as they have to wait for their turn. Between 15:00 hours to 18:00 hours, the occupancy rate is near to nil. To raise the footfalls of customers during this lean time, the owner offers a discount of 20% on total bill if a customer comes in these 3 hours. Which type of marketing strategy does the restaurant follow to attract the customers in the lean period?
- (a) Differential Marketing
 - (b) Synchro-marketing

- (c) Place Marketing
 - (d) Concentrated Marketing **(2 Marks)**
- (E) What is the first step in the comprehensive strategic-management model?
- (a) Developing vision and mission statements
 - (b) Performing external audits
 - (c) Measuring and evaluating performance
 - (d) Establishing long-term objectives **(1 Mark)**
- (F) Which strategy is implemented after the failure of turnaround strategy?
- (a) Expansion strategy
 - (b) Diversification strategy
 - (c) Divestment strategy
 - (d) Growth strategy **(1 Mark)**
- (G) A firm successfully implementing a differentiation strategy would expect:
- (a) Customers to be sensitive to price increases.
 - (b) To charge premium prices.
 - (c) Customers to perceive the product as standard.
 - (d) To automatically have high levels of power over suppliers. **(1 Mark)**
- (H) Which one is NOT a type of strategic control?
- (a) Operational control
 - (b) Strategic surveillance
 - (c) Special alert control
 - (d) Premise control **(1 Mark)**
2. Kamal Sweets Corner, a very popular sweets shop in Ranchi, was facing tough competition from branded stores of packaged sweets and imported goods. The owners realised that their business reduced by 50% in the last six months, and this created a stressful business environment for them. To find a solution, they consulted a business consultant to help them develop a strategy to fight competition and sustain their century old family business. The business consultant advised them to innovate a new snack for the public and market it as a traditional snack of the region. The owners liked the idea and developed a new snack called Dahi Samosa, which very quickly became popular amongst the public and it helped regain the lost business of Kamal Sweets Corner.
- One of the very crucial importance of strategic management was used by the business consultant to help the owners of Kamal Sweets Corner. Which one could it be? Also, was this strategy Reactive or Proactive? According to you who are more beneficial in general parlance? **(5 Marks)**
3. (a) The presence of strategic management cannot counter all hindrances and always achieve success for an organisation. What are the limitations attached to strategic management? **(5 Marks)**
- (b) What is a strategic group? Discuss the procedure for constructing a strategic group map. **(5 Marks)**

4. (a) Mission statement of a company focuses on the question: 'who we are' and 'what we do'. Explain briefly. **(5 Marks)**
- (b) Differentiate between Divestment and Liquidation strategy. **(5 Marks)**
5. (a) Domolo is a premium cycles and cycling equipments brand which targets high spending customer with a liking for quality and brand name. Their cycles range from rupees fifteen thousand to rupees one lac. The recent trend of fitness through cycling has created humongous demand for cycles and peripherals like helmets, lights, braking systems, fitness applications, etc. The customer base has grown 150% in the last three months. Mr. Vijay, who is an investor wants to tap in this industry and bring about cheaper options to people who cannot spend so much. Which business level strategy would best suit for Mr. Vijay's idea and what are the major sub-strategies that can be implemented to capture maximum market? **(5 Marks)**
- (b) State the factors of human resource that have influence on employee's competence. **(5 Marks)**
6. (a) Suresh Sinha has been recently appointed as the head of a strategic business unit of a large multiproduct company. Advise Mr Sinha about the leadership role to be played by him in execution of strategy. **(5 Marks)**
- (b) Explain the various steps in Benchmarking process. **(5 Marks)**