

INTERMEDIATE (IPC)
GROUP II - PAPER 7
INFORMATION TECHNOLOGY
& STRATEGIC MANAGEMENT

Roll No.

MAY 2013

Total No. of Questions – 14 Total No. of Printed Pages – 4

Time Allowed – 3 Hours Maximum Marks – 100

SYR

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/her answers in Hindi will not be valued.

Answers to **Section – 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. Describe briefly the following terms with reference to Information Technology : | 1×10
=10 |
| (i) Multi-Processing | |
| (ii) Virtual Memory | |
| (iii) Meta Data | |
| (iv) Semantics | |
| (v) Partitioned Database | |
| (vi) Multimedia Network | |
| (vii) Middleware | |
| (viii) Repeaters | |
| (ix) Extranet | |
| (x) Uniform Resource Locator (URL) | |

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2. (a) Describe any four basic functions of an operating system. 4
- (b) Convert the following from one number system to another number system along with working notes : $2 \times 2 = 4$
- (i) $(10101.001)_2 = (\quad)_{10}$
- (ii) $(55.25)_{10} = (\quad)_2$
3. (a) Explain briefly any four components of Local Area Network (LAN). 4
- (b) Describe Mesh Network Topology. Discuss its advantages. 4
4. (a) Explain the factors in determining the best file organization. 4
- (b) What is the difference between Internet and www ? Explain. 4
5. (a) What is M-Commerce ? Discuss the business areas affected by M-Commerce technology. 4
- (b) Discuss any four dimensions of E-Commerce Security. 4
6. (a) Distinguish between "Condition Stub" and "Condition Entries" in a Decision Table. 2
- (b) Top town Municipality, is levying annual House Tax, as per following rules : 6

Size of House in Sq. Metre	House tax rate per Square Metre
Less than 100	Nil
Upto Next 400	₹ 10
Upto Next 500	₹ 20
More than 1000	₹ 25

There is a surcharge of 5% of the value of House Tax. Taking into account the above factors, draw a flow chart to compute appropriate total House Tax including surcharge for any one house.

(3)

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Marks

7. Write short notes on any **four** of the following :

2×4
=8

- (i) Spooling software
- (ii) Program Debugging
- (iii) Host-based Intrusion Detection (HID)
- (iv) Honeypot
- (v) Electronic Purses

Section – B

Question No. 8 is compulsory.

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

- 8. (a) “A business enterprise is a sub-system of the larger environmental system.” 3
Discuss the relationship between the organization and its business environment.
- (b) What do you mean by financial strategy of an organization ? How the worth 3
of a business is evaluated ?
- (c) According to Michael Porter, strategies allow organizations to gain 3
competitive advantages from different bases. Explain these bases as mentioned by Porter.
- (d) “The Ansoff’s product market growth matrix is a useful tool that help businesses 3
their product and market growth strategy.” Elucidate this statement.
- (e) “Three key characteristics of six Sigma separate it from other quality 3
programs of the past.” Explain these characteristics.

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(4)

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Marks

9. (a) State with reasons which of the following statements is correct or incorrect : 2×2
=4
- (i) A strategic group consists of rival firms with similar competitive approaches and positions in the market.
- (ii) Total Quality Management (TQM) focusses on preventing rather than detecting defects.
- (b) Explain the elements of strategic vision. 3
10. What do you mean by micro environment of business ? Explain its elements. 7
11. (a) How is TOWS Matrix an improvement over the SWOT Analysis ? Describe the construction of TOWS Matrix. 2+2
=4
- (b) Explain the role of Strategic Management in non-profit organisations. 3
12. (a) Define Strategic Change. Explain the various stages/phases of change process as propounded by Kurt Lewin. 1+3
=4
- (b) Explain in brief, how E-commerce environment has affected the business ? 3
13. Distinguish between the following :
- (a) Transformational leadership style and Traditional leadership style. 4
- (b) Top-down and Bottom-up strategic planning. 3
14. Write short notes on the following :
- (a) Elements of Marketing Mix. 4
- (b) Importance of Strategic Management. 3

OR

Network structure. 3

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