

SECTION A: ENTERPRISE INFORMATION SYSTEMS (50 MARKS)

Question 1 is compulsory. Attempt any five from the rest

Q.1.

- What are the different types of Application Software? Explain briefly. (5 marks)
- List the key steps for ensuring compliance by Entities under Cyber Law. (5 marks)
- What are the components of Mobile Computing? (5 marks)
- What are the Policy Areas to be defined in E – Commerce (5 marks)

Q.2.

- Explain the various types of "Records Relationships" in a Database. (4 marks)
- Write short notes on Penalties & Adjustments under Chapter IX of Information Technology Act. (4 marks)

Q.3.

- Explain the benefits of Computer Networks. (4 marks)
- Discuss the provisions relating to – (1) Confiscation, (2) Compounding, (3) Cognizance, and (4) Bailability under the IT Act, 2000. (4 marks)

Q.4.

- Outline the various categories of Physical Access Control Techniques. (4 marks)
- List the advantages and disadvantages of Digital Payments. (4 marks)

Q.5.

- Explain the various Boundary Control Techniques. (4 marks)
- Write short notes on the Quality Management (QM) Module of an ERP system. (4 marks)

Q.6.

- What are the different types of Output Control Techniques? (4 marks)
- Write short notes on Artificial Intelligence (AI) and Machine Learning Concepts

Q.7. (8 marks)

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

| | |
|------------------------|----------|
| 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 Rs. 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.

SECTION B : STRATEGIC MANAGEMENT (50 MARKS)

Question 1 is compulsory. Attempt any five from the rest

Q1 (5 marks each)

- What are the elements of benchmarking process?
- What are the responsibilities of strategic leader

- c. Bring out the features of retrenchment strategy.
- d. Explain the following terms (i) utility (ii) sale price (iii) perceived value (iv) true economic value

Q2.

- a. There should be proper correlation between short term and long term objectives. Explain briefly (4 marks)
- b. Write short notes on strategic group mapping (4 marks)

Q3

- a. Distinguish between strategic formulation and strategic implementation (5 marks)
- b. Identify the strategy used in the following examples (3 marks)
 - (i) Dell computer has decided to rely exclusively on direct marketing
 - (ii) "our basic strategy was to price a price so low that microcomputer makers couldn't do the software internally for that cheaply"
 - (iii) 'NDTV', a TV channel has identified a profitable audience through addition of new channel like 'NDTV profit' and 'IMAGE'

Q4

- a. Distinguish between shared vision and vision shared (4 marks)
- b. Explain the significance of SWOT analysis(4 marks)

Q5

- a. Write short notes on business level managers(4 marks)
- b. Write short notes on global industries (4 marks)

Q6

- a. Is culture an obstacle or all in strategy execution? (4 marks)
- b. Strategy helps to develop business vision . comment (4 marks)

Q7

- a. What are the importance concepts in portfolio analysis? (4 marks)
- b. What are the characteristics of business environment with respect to decision making ? (4 marks)