



IPCC – May 2018

PAPER 7 : INFORMATION TECHNOLOGY AND STRATEGIC MANAGEMENT

Test Code:

Branch (MULTIPLE) Date :

(50 Marks)

SECTION A : INFORMATION TECHNOLOGY

Question 1 Is compulsory

Answer any five from the rest

Question 1

- What are the three critical pillars of Business Process Automation (BPA)?
- What are the components of the Computerized Information Processing Cycle?
- Write short note on “Just-In-Time (JIT)”.
- What are the functions of Transport Layer and Internet Layer in Transmission Control Protocol/ Internet Protocol (TCP/IP)?
- Discuss TQM

(5 *2 = 10 Marks)

Question 2 (8 Marks)

Draw a flow chart to compute and print Income-tax, Surcharge and Education Cess on the income of a person, where income is to be read from terminal and tax is to be calculated as per the following rates:

	Slab (₹)	Rate
(i)	1 to 1,00,000	No tax
(ii)	1,00,001 to 1,50,000	@ 10% of amount above 1,00,000
(iii)	1,50,001 to 2,50,000	` 5,000 + 20% of amount above 1,50,000
(iv)	2,50,001 onwards	` 25,000 + 30% of amount above 2,50,000
	Surcharge	@ 10% on the amount of total tax, if the income of a person exceeds ` 10,00,000
	Education cess	2% on the total tax

(8 marks)

Question 3

- What is a ‘Threat’? Explain any three types of Network Security threat?
- Discuss some benefits of Grid Computing.

(4 *2 = 8 marks)

Question 4

- a. Discuss some of the characteristics and issues of Client Server (C/S) architecture.
- b. Discuss various benefits of e-Commerce application and implementation.

(4 *2 = 8 marks)

Question 5

- a. What do you understand by the term "Supply Chain Management (SCM)"? Discuss its core components.
- b. What is Mobile Computing? Discuss its components

(4 *2 = 8 marks)

Question 6

- a. Explain the OSI Model of communication in detail.
- b. Explain the different types of feasibility study done in the System Investigation phase of System Development Life Cycle (SDLC).

(4 *2 = 8 marks)

Question 7**Short Notes (Answer any four)**

- a. Hyper Text Transfer Protocol Secure (HTTPS)
- b. Artificial Intelligence
- c. Database Management Systems (DBMS)
- d. Network Virtualization
- e. Fibre Optics

(4 *2 = 8 marks)

SECTION B: STRATEGIC MANAGEMENT

Question No. 8 is compulsory

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

Question 8

- a. Give any three special features or characteristics of the e-commerce environment.
- b. What is expansion strategy? State and discuss briefly (in few lines each) the two types of expansion strategies followed by firms.
- c. Discuss any three differences between strategy formulation and strategy implementation.
- d. A Manager faces different problems while trying to understand the environment. Discuss.
- e. Mention three key characteristics that separate Six Sigma from other Quality Programs.

(5 *3 = 15 Marks)

Question 9

Explain manifestation of Globalization and its importance

(7 marks)

Question 10

- a. State with reasons which of the following statements is correct / incorrect:

1. 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.
2. Strategic vision and mission statements are needed only by large business houses.

(4 marks)

b. List the Characteristics and Scope of Divestment Strategy

(3 marks)

Question 11

- a. What is Corporate Strategy? How would you argue that 'corporate strategy 'ensures the correct alignment of the firm with its environment'? (4 marks)
- b. Write a short note on Liquidation Strategies (3 marks)

Question 12

- a. In the context of Ansoff's Product-Market Growth Matrix, identify with reasons, the type of growth strategies followed in the following cases:

(i) A leading producer of tooth paste, advises its customers to brush teeth twice a day to keep breath fresh.

(ii) A business giant in hotel industry decides to enter into dairy business.

(iii) One of India's premier utility vehicles manufacturing company ventures to foray into foreign markets.

(iv) A renowned auto manufacturing company launches ungeared scooters in the market.

(4 marks)

- b. State with reasons which of the following statements is correct / incorrect:

(a) The main focus of six sigma is on the shareholders.

(b) The focus of six sigma is on customers.

(3 marks)

Question 13

- a. Briefly answer the following questions:

1. Define augmented marketing.

2. Define Demarketing.

(4 marks)

b. Distinguish between Logistic Management and Supply Chain Management.

(3 marks)

Question 14

a. What is strategic control? Briefly explain the different types of strategic control? (4 marks)

b. "A business enterprise is a sub-system of the larger environmental system. "Discuss the relationship between the organization and its business environment (3 marks)

Or

Write a short note on Internet Technology.

(3 marks)
