1. Answer all the following questions in brief.
   (i) What are the Business Process Management’s Principles?
   (ii) What are the three critical pillars of Business Process Automation (BPA) solutions?
   (iii) Discuss in brief the three tiers in Three-tier architecture.
   (iv) What are the pre-requisites of ACID Test for any Transaction Processing Systems (TPS)?
   (v) What do you understand by “Computerized Information Processing Cycle”?

   \[ 2 \times 5 = 10 \text{ Marks} \]

2. (a) Differentiate various Network Security Tools, each in brief.

   \[ 4 \text{ Marks} \]

   (b) Discuss the Open Systems Interconnection (OSI) Model and its layers in brief.

   \[ 4 \text{ Marks} \]

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

<table>
<thead>
<tr>
<th>Season</th>
<th>Charges per day</th>
</tr>
</thead>
<tbody>
<tr>
<td>Spring (March - May)</td>
<td>Rs. 8.00</td>
</tr>
<tr>
<td>Summer (June - August)</td>
<td>Rs. 9.50</td>
</tr>
<tr>
<td>Autumn (Sept - Nov.)</td>
<td>Rs. 5.00</td>
</tr>
<tr>
<td>Winter (Dec. - Feb.)</td>
<td>Rs. 6.00</td>
</tr>
</tbody>
</table>

   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.  

4. (a) What do you understand by the term Office Automation Systems? Mention its
applications.  
(b) “Information is said to be the currency of the present business environment and we
are living in the Information Age”. Justify this statement.  

5. (a) Discuss Cloud Computing Architecture.  
(b) Discuss in brief, the Information Systems Life Cycle.  

6. (a) Discuss the classification of controls relevant for Information Systems and their audit.
(b) Discuss major applications wherein the concept of Virtualization is implemented.  

7. Write short notes on any four of the following.
(a) Resource Balancing in Grid Computing  
(b) Scorecards  
(c) Business-to-Consumer (B2C) e-commerce  
(d) Virtual Memory  
(e) PDCA Cycle of Total Quality Management (TQM)  

(8 Marks)  

(4 Marks)  

(4 Marks)  

(4 Marks)  

(4 Marks)  

(4 Marks)  

(4 × 2 = 8 Marks)
1. (a) XYZ is a large supermarket chain. It is considering the purchase of a number of farms that provide XYZ with a significant amount of its fresh produce. XYZ feels that by purchasing the farms, it will have greater control over its supply chain. Identify and explain which type of diversification XYZ follows. (3 Marks)

(b) Does Production strategy implements, supports and drives higher strategies? How? (3 Marks)

(c) How is TOWS Matrix relevant in strategic planning process? (3 Marks)

(d) During recession, a company should follow which strategy alternative. (3 Marks)

(e) ‘The number of nuclear families, where husband and wife both are working, is rising’. To which industries this environmental change offers opportunities and threats? (3 Marks)

2. (a) State with reasons which of the following statements is correct/incorrect:

(i) Strategies provide a systematic basis for the enterprise at the time of change. (2 Marks)

(ii) The concept of experience curve is relevant for a number of areas in strategic management. (2 Marks)

(b) Explain the meaning of the following concepts:

(i) Direct marketing (2 Marks)

(ii) Augmented marketing (2 Marks)

(iii) Services marketing (2 Marks)

3. Write short notes on the following:

(a) Retrenchment Strategy (2 Marks)

(b) Kieretsus (2 Marks)

(c) Benchmarking (3 Marks)
4. What do you understand by the term corporate strategy? Explain characteristics of a good corporate strategy. (7 Marks)

5. What are the different responsibilities of a strategic leader? Distinguish between transformational leadership style and traditional leadership style. (7 Marks)

6. A company is planning to introduce changes in its structure, technology and people. Explain how Kurt Lewin’s change process can help this organisation. (7 Marks)

7. What is the rationale behind Business Process Reengineering (BPR)? What steps would you recommend to implement BPR in an organization? (7 Marks)