Question No. 1 is compulsory. Attempt any five questions from the rest.

Time Allowed – 1½ Hours

Maximum Marks – 50

1. Answer all the following questions in brief.
   (i) What do the following standard flowchart symbols denote?

   (ii) How can we say that Management Information System (MIS) is an integrated application?

   (iii) Briefly explain the disadvantages of in Two Tier architecture.

   (iv) What do you mean by the term “General-Purpose Planning Languages”?

   (v) Define Real-time Processing.  

      (2 x 5 = 10 Marks)

2. (a) Discuss the advantages of Database Management Systems (DBMS).  

      (4 Marks)

   (b) Discuss various advantages of using Flowchart.  

      (4 Marks)

3. (a) What do you understand by the term "Network Management" in computer networks?  

      (4 Marks)

   (b) Discuss Database Controls under Application Controls.  

      (4 Marks)

4. (a) Define Transaction Processing System (TPS) and briefly discuss Transaction Processing Cycle.  

      (4 Marks)

   (b) State advantages and disadvantages of Three Tier Architecture.  

      (4 Marks)

5. (a) Discuss the various activities performed by Operating Systems.  

      (4 Marks)

   (b) Explain various Cloud Service Models.  

      (4 Marks)

6. (a) List the benefits and risks of Business Process Automation (BPA).  

      (4 Marks)

   (b) Discuss the different types of Information Systems.  

      (4 Marks)

7. Write short notes on any four of the following.
   (a) Data Processing Cycle  

   (b) Relational Database Model  

   (c) Virtual Private Network (VPN)  

   (d) Scorecards  

   (e) Automated Toll Collection Systems  

      (4 x 2 = 8 Marks)
SECTION – B: STRATEGIC MANAGEMENT

Question No. 1 is compulsory.

Attempt any five questions from the rest.

Time Allowed – 1½ Hours

Maximum Marks – 50

1. (a) “A strategic professional has to analyse and redesign the work flows in the context of business process reengineering” – Briefly explain. (3 Marks)
   (b) ABC consultancy firm receives a project from its client organisation to advise it on factors it need to consider for environmental scanning. Briefly explain these factors. (3 Marks)
   (c) Under what conditions a turnaround strategy can be used in an organization? (3 Marks)
   (d) What are the reasons necessary for globalization of companies. (3 Marks)
   (e) What tips can you offer to write a ‘right’ Mission Statements? (3 Marks)

2. (a) State with reasons which of the following statements is correct/incorrect:
   (i) Portfolio analysis helps the strategists in identifying and evaluating various businesses of a company.
   (ii) “Resistance to change is an impediment in building of strategic supportive corporate culture”. (2 × 2 = 4 Marks)
   (b) Explain the meaning of the following concepts:
   (i) Enlightened Marketing
   (ii) Person Marketing
   (iii) Demarketing (3 × 1 = 3 Marks)

3. Briefly explain the following:
   (a) Characteristics of strategic business unit (SBU) (2 Marks)
   (b) Product Life Cycle is an S shaped curve (2 Marks)
   (c) Strategic Groups (3 Marks)

4. Explain the strategic role of Human Resources Management in the following areas:
   (a) Faciliation of Change (b) Building Core Competency (c) Development of Work Ethics and Culture (7 Marks)

5. “Management of internal linkages in the value chain could create competitive advantage in a number of ways”. Briefly explain. (7 Marks)

6. What is Benchmarking? Explain briefly the elements involved in Benchmarking process. (7 Marks)

7. Distinguish between Top-Down and Bottom-Up Strategic Planning. (7 Marks)