

MOCK TEST PAPER - 1
INTERMEDIATE (IPC): GROUP – II
PAPER – 7: INFORMATION TECHNOLOGY AND STRATEGIC MANAGEMENT
SECTION – A: INFORMATION TECHNOLOGY

Time Allowed – 1½ Hours

Maximum Marks – 50

Division A - Multiple Choice Questions

Total Marks: 15 Marks

Question Nos. 1 to 5 carries 2 marks each.

1. ABC wants to inform all his subordinates and colleagues about an urgent meeting scheduled to discuss the forthcoming office event. But, he needs to check the availability of other managers as well. Which of the following applications would help him?
 - (a) FAX
 - (b) Email
 - (c) Video Conferencing
 - (d) Electronic Calendaring
2. On a flight, there's a possibility of fuel discharge from the aircraft, this could risk the lives of hundreds of people on board. To counter such a situation, which kind of processing works best?
 - (a) Batch Processing
 - (b) Real-time Processing
 - (c) Online Processing
 - (d) Online Analytical Processing
3. ____ is a wireless technology standard for exchanging data over short distances up to 50 meters (164 feet) from fixed and mobile devices, creating PANs with high levels of security.
 - (a) Wi-Fi
 - (b) Bluetooth
 - (c) Routers
 - (d) Gateway
4. Which of the following is not a phase of Business Processes Management Life Cycle under ERP?
 - (a) Analysis phase
 - (b) Implementation phase
 - (c) Design phase
 - (d) Presentation phase

5. In _____ transmission, Start and Stop bits ensure that the sender and the receiver remain in step with one another.
- (a) Synchronous
 - (b) Asynchronous
 - (c) Serial
 - (d) Parallel
- (5 x 2 = 10 Marks)**

Question Nos. 6 to 10 carries 1 mark each.

6. Which of the following is not a benefit of Business Process Automation (BPA)?
- (a) Saving on costs:
 - (b) Staying ahead in competition
 - (c) Fast service to customers
 - (d) Risk to jobs
7. Which of the following is not an activity under Conversion activity under "System Implementation" phase under SDLC?
- (a) Indirect Changeover
 - (b) Direct Changeover
 - (c) Phased Conversion
 - (d) Pilot Conversion
8. In terms of Computer Network Topology, which of the following statement is incorrect?
- (a) Star network has a central unit that has a number of terminals tied into it.
 - (b) In Bus network, even if one node fails, it does not affect the entire network.
 - (c) Ring networks do not require a central computer to control activity nor does it need a file server.
 - (d) In Mesh network, if one node fails, the whole system breaks down.
9. What does ACID Test in a Transaction Processing System (TPS) stand for?
- (a) Atomicity, Confidentiality, Isolation, Durability
 - (b) Authenticity, Confidentiality, Integrity, Durability
 - (c) Authenticity, Consistency, Integrity, Durability
 - (d) Atomicity, Consistency, Isolation, Durability
10. Which of the following step is not involved in an Application Access Control mechanism process?
- (a) Identification
 - (b) Authentication
 - (c) Confidentiality
 - (d) Authorization
- (5 x 1 = 5 Marks)**

Division B - Descriptive Questions

Total Marks: 35 Marks

Question No. 1 is compulsory.

Attempt any three questions out of remaining four questions.

1. (a) Explain the term "Computer Network". Discuss the ways in which computer network can be distinguished in terms of how they are connected. **(3 Marks)**
(b) Define the term Leased Applications. **(2 Marks)**
2. (a) You are asked to prepare a presentation on general categories of E-Commerce applications. Prepare the content that you would highlight in your presentation. **(6 Marks)**
(b) Discuss Business Process Management (BPM) Practices. **(4 Marks)**
3. (a) Any management of an IT firm generally considers that the objectives of Business Process Automation (BPA) are achieved till the proposed Information systems are implemented. However, post – implementation, the phase "System maintenance and review" is also one of the major phase in System Development Life Cycle (SDLC). Determine the significance and activities involved in this phase. **(6 Marks)**
(b) Specialized Systems provide comprehensive end to end IT solutions and services including systems integration, implementation, engineering services, software application customization and maintenance etc. to various corporations in India and other part of a world. Establish the relationship between ERP, CRM and SCM. **(4 Marks)**
4. (a) Though the primary purpose for which an enterprise implements automation may vary from enterprise to enterprise. However, there are some generic reasons for going for Business Process Automation (BPA). Prepare a list of them. **(6 Marks)**
(b) List the examples of Office Automation Applications. **(4 Marks)**
5. (a) BPMS is a technology that delivers endless benefits to any sized organization but more importantly these benefits are unique to a company. Determine these benefits. **(6 Marks)**
(b) Discuss about Application Layer of OSI Model. **(4 Marks)**

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PAPER –7: INFORMATION TECHNOLOGY AND STRATEGIC MANAGEMENT
SECTION – B: STRATEGIC MANAGEMENT

Question 1 and 2 are compulsory.

Attempt any three questions out of remaining four questions.

Time Allowed – 1½ Hours

Maximum Marks – 50

1. (i) The emphasis on product design is very high, the intensity of competition is low, and the market growth rate is low in the _____ stage of the industry life cycle.
 - a. Maturity
 - b. Introduction
 - c. Growth
 - d. Decline
- (ii) Which one is NOT a type of strategic control?
 - a. Operational control
 - b. Strategic surveillance
 - c. Special alert control
 - d. Premise control
- (iii) The reasons for acquisition are
 - a. Increased market power
 - b. Increased diversification
 - c. Increased speed to market
 - d. All of the these
- (iv) Strategic management allows an organization to be more
 - a. Authoritative
 - b. Participative
 - c. Commanding
 - d. Proactive
- (v) Internal _____ are activities in an organization that are performed especially well.
 - a. Opportunities
 - b. Competencies
 - c. Strengths
 - d. Weaknesses
- (vi) Developing vision and mission, identifying an organization's external opportunities and threats, and determining internal strengths and weaknesses are:
 - a. SBU Planning

- b. Strategy Formulation
 - c. Strategy Implementation
 - d. Business Process Reengineering
- (vi) In strategic management, there are two main styles of leadership. These are transformational and:
- a. Transparent
 - b. Transitional
 - c. Translational
 - d. Transactional
- (vii) Which statement should be created first and foremost?
- a. Strategy
 - b. Vision
 - c. Objectives
 - d. Mission
- (ix) Which one is NOT Michael Porter's five competitive forces?
- a. New entrants
 - b. Rivalry among existing firms
 - c. Bargaining power of unions
 - d. Bargaining power of suppliers
- (x) If suppliers are unreliable or too costly, which of these strategies may be appropriate?
- a. Horizontal integration
 - b. Backward integration
 - c. Market penetration
 - d. Forward integration
- (xi) The focus of six sigma is on:
- a. Shareholders.
 - b. Supplier.
 - c. Customer.
 - d. Government.
- (xii) GE Nine-cell Matrix is based on
- a. Market attractiveness and business strength
 - b. Market growth rate and business strength
 - c. Market attractiveness and relative market share
 - d. Market growth rate and relative market share
- (xiii) Which one of the following is totally an unrelated diversification?
- a. Concentric diversification
 - b. Conglomerate diversification
 - c. Vertically integrated diversification

- d. Horizontally integrated diversification
- (xiv) All are elements of micro environment except:
- Consumer.
 - Suppliers.
 - Competitors.
 - Society.
- (xv) Which of the following competitive position of a firm is not as per ADL Matrix?
- Dominant
 - Favourable
 - Difficult
 - Tenable
- (15 x 1 = 15 Marks)**
2. Woodworld Ltd. is a company manufactures a variety of household furniture items. They offered traditional designs, low cost furniture items to low income group customers. During the last couple of years, the company has been observing a fall in the market share. This is due to the change in the taste and preferences, designing, better quality, increase in purchasing power of buyers towards the household furniture. The customers are switching away traditional designs and material that have been the backbone of Woodworld Ltd.
- As a CEO of Woodworld Ltd., what can be the strategic options available with you. **(5 Marks)**
3. (a) Explain the factors that affect the strength of competitive pressures from substitute products. **(5 Marks)**
- (b) How strategic decisions differ in nature from other routine decisions taken in day-to-day working of an organization? Explain. **(5 Marks)**
4. (a) Write a short note on Product Life Cycle (PLC) and its significance in portfolio diagnosis. **(5 Marks)**
- (b) Distinguish between Concentric Diversification and Conglomerate Diversification. **(5 Marks)**
5. (a) Does HRM function play a role in organizational strategy? **(5 Marks)**
- (b) Specify the steps that is needed to initiate & bring changes in the strategic building of any organization. **(5 Marks)**
6. (a) Being a strategic professional, analyze and redesign the work flows in the context of business process reengineering. **(5 Marks)**
- (b) "A company should focus on external perspective to define its mission". Support this statement with reasons. **(5 Marks)**