MOCK TEST PAPER – 2

INTERMEDIATE (IPC) OLD COURSE: GROUP – II

PAPER – 7: INFORMATION TECHNOLOGY AND STRATEGIC MANAGEMENT

SECTION – A: INFORMATION TECHNOLOGY

Time Allowed – 1½ Hours   **Maximum Marks – 50**

Multiple Choice Questions

Question Nos. 1 to 5 carries 2 Marks each.

1. Which of the following is not a part of DMAIC in Six Sigma Life Cycle?

    (a) Define

    (b) Measure

    (c) Audit

    (d) Control

2. The process that brings tasks that exist across multiple computers and different business departments or branches under one umbrella is called as _____.

    (a) Automation

    (b) Integration

    (c) Orchestration

    (d) Orientation

3. In computer networks, Protocol defines the following aspects of digital communication except _____.

    (a) Source

    (b) Semantics

    (c) Timing

    (d) Syntax

4. Arrange sequentially following steps that are involved during the processing of Credit card.

    (i) Authorization   (ii) Clearing   (iii) Funding   (iv) Batching

    (a) (i), (iv), (ii), (iii)

    (b) (i), (ii), (iii), (iv)

    (c) (iv), (iii), (ii), (i)

    (d) (ii), (iii), (i), (iv)

5. Evaluation of examination answer sheets, ticket checking by railway staff in trains and billing done by small medical shops are all types of _____ processing.

    (a) Computerised

    (b) Manual

    (c) Paper based

    (d) Real time Processing   **(5 x 2 = 10 Marks)**

Question Nos. 6 to 10 carries 1 Marks each.

6. Entity-Relationship (ER) Diagram, Data Flow Diagram, Flowcharts all use graphical symbols. All symbols given are used in all three except one.

   (a) →

   (b) ◇

   (c) ⬯

   (d) ▭

7. Which of the following is not true about Secondary Storage memory devices?

   (a) Random Access Memory (RAM) is an example of Secondary Storage device.

   (b) Greater capacity (they are available in large size).

   (c) Non-volatile (contents are permanent in nature).

   (d) Slow speed (slower in speed compared to registers or primary storage).

8. In Open Systems Interconnection (OSI) Model, _____ provides for full-duplex, half-duplex or simplex operation; and establishes check pointing; adjournment, termination, and restart procedures.

   (a) Network Layer

   (b) Presentation Layer

   (c) Transport Layer

   (d) Session Layer

9. 5 Right's, namely; Right Time, Right Customer, Right Price, Right Place and Right Product are part of _____.

   (a) ERP

   (b) CRM

   (c) SCM

   (d) CBS

10. A system that triggers action on its own without user control is best classified as _____.

    (a) Batch Process System

    (b) Online Process System

    (c) Real-time Process System

    (d) Immediate Process System   **(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) Discuss the architecture of Cloud Computing.   **(3 Marks)**

   (b) Define the objectives of Business Process Automation (BPA).   **(2 Marks)**

2. (a) Client/Server networks have become predominate information architecture of enterprise computing that satisfies the business need by appropriate allocating the application processing between the client and the server processors. Determine its working.   **(6 Marks)**

(b) Explain the steps involves in the Data Processing Cycle. **(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, the phase "System Implementation" is also one of the major phase in System Development Life Cycle (SDLC). Determine the major activities involved in this phase. **(6 Marks)**

(b) Identify the benefits of Business Reporting for micro-businesses and small to medium enterprises.

(4 Marks)

4. (a) Usually auditors cannot examine and evaluate all the data processing carried out within an organization. They need guidelines that will direct them toward those aspects of the information systems function in which material losses or account misstatements are most likely to occur. Prepare an extensive list of all the Communication Controls under Boundary Systems that an Auditor can refer to while performing IS Audit. **(6 Marks)**

(b) Identify the differences between Explicit Knowledge and Tacit Knowledge. **(4 Marks)**

5. (a) Research has identified some key factors for Business Process Reengineering (BPR) projects to succeed. Determine the factors that are considered vital for the success of the BPR Projects.

(6 Marks)

(b) Discuss about Anti-Malware. **(4 Marks)**

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) Select the correct statement out of the following:

   (a) Environmental factors are totally beyond the control of a single industrial enterprise.

   (b) Environmental factors are largely beyond the control of a single industrial enterprise.

   (c) Environmental factors are totally within the control of a single industrial enterprise.

   (d) None of the above.

   (ii) The three stages of strategic management are:

   (a) Strategy assessment, strategy execution, and strategy evaluation.

   (b) Strategy formulation, strategy implementation, and strategy evaluation.

   (c) Strategy formulation, strategy implementation, and strategy execution.

   (d) Strategy formulation, strategy execution, and strategy assessment.

   (iii) Which of the following does "B" stand for in the BCG Matrix?

   (a) Boom

   (b) Balance

   (c) Bankruptcy

   (d) Boston

   (iv) Focus strategies are _____ when consumers have _____ preferences and when rival firms are not attempting to specialize in the same target segment.

   (a) effective, no

   (b) effective, distinctive

   (c) ineffective, clear

   (d) fragmented, fragmented

   (v) A core competence is a _____ of an organization which may not be shared by others.

   (a) Unique strength

   (b) Unique opportunity

   (c) Unique product

   (d) None of the above

   (vi) When strategic management is ineffective and operational management is efficient, organization will:

   (a) Thrive.

   (b) Survive.

   (c) Die Slowly.

   (d) Die Quickly.

   (vii) The following statistical technique forms base of six sigma:

   (a) Mean and Median.

(b) Correlation.

(c) Standard deviation.

(d) Probability and normal distribution.

(viii) Read the following three statements:

(i)   The environment is constantly changing in nature.

(ii) Various environmental constituents exist in isolation and do not interact with each other.

(iii) The environment has a far reaching impact on organizations.

From the combinations given below select an alternative that represent statements that are true:

(a) (i) and (ii).

(b) (ii) and (iii)

(c) (i) and (iii)

(d) (i), (ii) and (iii)

(ix) The first step of strategy formulation in strategic management model is:

(a) Undertake internal analysis.

(b) Undertake external analysis.

(c) Set major objectives.

(d) Determine vision and mission.

(x)   In BCG matrix, the cash cows represents:

(a) High market share and Low market growth

(b) High market share and High market growth

(c) Low market share and Low market growth

(d) Low market share and High market growth

(xi) If a firm attempts to gain a competitive advantage primarily by reducing its economic costs below its competitor, it is pursuing:

(a) Cost leadership strategy

(b) Differentiation strategy

(c) Divisionalization

(d) None of these

(xii) Functional managers need _____ from the business strategy in order to _____.

(a) to function, control

(b) guidance, make decisions

(c) money, purchase raw material.

(d) None of the above

(xiii) Strategic implementation activities includes:

(a) Accomplishing annual objectives

(b) Measuring performance

(c) Preparing a TOWS matrix

(d) Conducting research

(xiv) Which of the following statements is true:

    (a) Internet has no strategic relation with an organisation engaged in manufacturing.

    (b) Internet has no strategic relation with an organisation in service sector.

    (c) Internet has opened up new opportunities for organisations engaged in manufacturing activities.

    (d) Use of Internet is restricted to sending and receiving mails in business organisations.

(xv) An important activity in _____ is taking corrective action.

    (a) Strategy evaluation

    (b) Strategy implementation

    (c) Strategy formulation

    (d) Strategy leadership   **(15 x 1 = 15 Marks)**

2. Airlines industry in India is highly competitive with several players. Businesses face severe competition and aggressively market themselves with each other. Luxury Jet is a private Delhi based company with a fleet size of 9 small aircrafts with seating capacity ranging between 6 seats to 9 seats. There aircrafts are chartered by big business houses and high net worth individuals for their personalised use. With customised tourism packages their aircrafts are also often hired by foreigners. Identify and explain the Michael Porter's Generic Strategy followed by Luxury Jet.   **(5 Marks)**

3. (a) "Business environment exhibits many characteristics." Explain.   **(5 Marks)**

   (b) What does corporate strategy ensure? Explain.   **(5 Marks)**

4. (a) Explain the concept of Experience Curve and highlight its relevance in strategic management.

                                      (5 Marks)

   (b) Distinguish between Top-Down and Bottom-Up Strategic Planning.   **(5 Marks)**

5. (a) Enlist the components of marketing mix.   **(5 Marks)**

   (b) Write a short note on importance of corporate culture.   **(5 Marks)**

6. (a) "Firms can use benchmarking process to achieve improvement in diverse range of management functions." Elucidate.   **(5 Marks)**

   (b) Distinguish between Inbound logistics and outbound logistics.   **(5 Marks)**