

Shree Guru Kripa's Institute of Management

INFORMATION TECHNOLOGY AND STRATEGIC MANAGEMENT

Reg. No.....

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Time Allowed: 3Hrs Maximum Marks: 100

Section–A Question 1 is compulsory. Answer any 5 Questions from the remaining questions.

1. Answer all the following questions in brief: **(2 × 5 = 10 Marks)**

(a) Network Interface Card (NIC)	(d) Cryptography
(b) Site Blocking,	(e) Primary Memory
(c) IDS Technologies.	

2. (a) Discuss the different cycles of an Account Business Process Management. **(4 Marks)**

(b) Discuss various switching techniques in telecommunication networks. **(4 Marks)**

3. (a) Discuss Business Intelligence and its tools. **(4 Marks)**

(b) Software as a Service (SaaS) and Platform as a Service (PaaS) in Cloud Computing **(4 Marks)**

4. (a) Discuss Relational Database Model. **(4 Marks)**

(b) Write a short note on any one of the following:

(i) Cloud Computing.

(ii) Expert System. **(4 Marks)**

5. (a) Discuss multi-tier architecture. **(4 Marks)**

(b) Discuss Data Centre protection challenges and best practices solutions. **(4 Marks)**

6. (a) An electric supply company charges the following rates for its domestic consumers: **(4 Marks)**

No. of units consumed	Charges/unit (₹)
For the first 200 units	1.60
For the next 300 units	2.10
Over 500 units	3.90

Surcharge @ 20% of the bill is to be added to the charges.

Draw a Flow chart for the above, which will read the consumer number and the number of units consumed and print out the total charges with the consumer number and the units consumed.

(b) Enumerate the steps involved in Business Process Automation. **(4 Marks)**



7. (a) What is Transmission Media? Discuss its various types. **(4 Marks)**
(b) Define Threat. What are various threats to a computer network's security? **(4 Marks)**

Section–B

Question 8 is compulsory. Answer any 5 Questions from the remaining questions.

8. (a) Discuss strategic alternatives with reference to Michael Porter's strategies. **(5 Marks)**
(b) Is Supply Chain Management same as Logistic management? **(5 Marks)**
(c) Explain the meaning of Synchro Marketing and Augmented Marketing. **(5 Marks)**
9. (a) What do you understand by the term star in the context of BCG matrix?. **(3 Marks)**
(b) What are the leadership roles played by a strategic leader? Distinguish between a transformational leader and a traditional leader. **(4 Marks)**
10. (a) Contrast between Vertical, Horizontal, Concentric and Conglomerate Diversification. **(4 Marks)**
(b) Distinguish between Top-Down and Bottom-Up Strategic Planning. **(3 Marks)**
11. (a) Distinguish between SWOT and TWOS Matrix. **(4 Marks)**
(b) Suggest the type of strategy which can be used in the following situations: **(3 Marks)**
(i) Dell Computer has decided to ensure stability by reallocation of resources from unprofitable to profitable businesses.
(ii) When a Firm's Cash Flows and Profitability are affected by rising competition, business cycles and economic volatility.
(iii) When negative cash flows from a particular business create financial problems for the whole Company.
12. Write short notes on: **(3 + 4 = 7 Marks)**
(i) Kieretsus
(ii) Hourglass Structure



13. State whether the following statements are True or False with reasons. **(1 × 7 = 7 Marks)**

- (a) E-commerce technology opens up a host of opportunities for reconfiguring industry and company value chains.
- (b) SBU concepts facilitate multi-business operations.
- (c) Benchmarking is a remedy for all problems faced by organizations.
- (d) PESTLE analysis is used to monitoring the micro environmental factors.
- (e) Re-engineering means partial modification or marginal improvement in the existing work processes.
- (f) Strategy follows Structure.
- (g) Profit may not be a universal objective, but business efficiency is definitely an objective common to all business.

14. Fill in the blanks: **(1 × 7 = 7 Marks)**

- (a) Vision is always _____ oriented.
- (b) _____ means different things to different people.
- (c) _____ integrates Firms forward or backward in the Product Chain.
- (d) The orientation of the redesign effort refers to a total _____ and rethinking of entire business process.
- (e) Michael Porter's Generic Strategies allow organizations to gain competitive advantages by Cost Leadership, _____ and Focus.
- (f) _____ portrays the distinct stages in the sales history of a Product.
- (g) Total Quality Management is a people focused Management system that aims at continual increase in _____ at continually lower real cost.