

Gurukripa's Guideline Answers for Nov 2016 Exam Questions CA Inter (IPC) Information Technology and Strategic Management

Note: Page References are from **Padhuka's** Handbook on Information Technology and Strategic Management – For CA Inter (IPC). See **end of respective Chapter** in Padhuka's Handbook for Similar / Past Exam / RTP Question.

Section A – Information Technology

Question No.1 is compulsory. Answer **any five** questions from the **remaining six** questions.

Q	Question	Answer/Reference	M
1	Answer the following questions in brief:		
(a)	State two features of Infrastructure as a Service (IaaS) Model of Cloud Computing.	See Page 3.22, Q.No.7, Answer: Page 3.15, Para 3B.2.5	2
(b)	List any four features of Computerized Networking in an Organization.	See Page 2.31, Q.No.3, Answer: Page 2.3, Para 2.1.3	2
(c)	Name any four key Sub-Modules of HRMS Module of ERP.	See Page 5.29, Q.No.28, Answer: Page 5.17, Para 5.3.4, Point 2	2
(d)	Present two differences between Switch and Bridge in Telecommunication Network.	See Page 2.31, Q.No.9, Answer: Refer Page 2.5, Point 4	2
(e)	List the four phases of evolution in the Hierarchy of Database Modeling.	See Page 1.15, Q.No.25, Answer: Page 1.7, Para 1A.3.5, Point D	2
2	Describe any four Output Controls that have to be enforced both in a Batch-Processing environment as well as in an Online Environment.	See Page 6.14, Q.No.25, Answer: Page 6.12, Para 6.3.7	4
(a)	State and describe any two Commercial Applications of Artificial Intelligence.	See Page 5.29, Q.No.32, Answer: Page 5.21, Para 5.4.1, Point 5	4
3	Describe how the Business Community is benefitted by adopting Information Technology based CRM Process.	See Page 5.29, Q.No.25, Answer: Page 5.15, Para 5.3.2, Point 6	4
(a)	What is Mobile Computing? Discuss its components in brief.	See Page 3.22, Q.No.9, [RTP, M 11, N 14] Answer: Page 3.17, Para 3B.3.1 & 3B.3.2	4
(b)	Briefly describe the four stages of processing Credit Card transactions.	See Page 5.29, Q.No.49, Answer: Page 5.27, Point A.2	4
4	Explain the Concept of Virtualization. Enumerate any 2 major application of Virtualization.	See Page 3.21, Q.No.1, [RTP], Answer: Page 3.11, Para 3B.1.1	4
(a)	Draw a Flow Chart for the following process: Leebay is a new e-Commerce Website that is setting up business in India. Leebay and their Partner Bank Paxis have come up with a joint promotion plan for which the following offers are proposed. Customers can either log in through a Mobile App or directly from the Website: (1) If the payment mode chosen is 'Paxis Credit', then a 20% discount is given to the User. (2) If the payment mode chosen is 'Paxis Debit', then a 10% discount is given to the User. (3) If other payment modes are used, then no discount is given. Also, to promote the downloads of its new Smartphone App, the Company has decided to give the following offer: (1) If the purchase mode is 'Mobile App', then no surcharge is levied on the user.	Refer Flow Chart given below: Also refer Illustrations in Chapter-4	8
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Q	Question	Answer/Reference	M
	(2) If any other purchase mode is used, then additional 5% surcharge is levied on the User. This surcharge is applied on the bill after all necessary discounts have been applied. With Bill Amount, Payment Mode and Purchase Mode as inputs, draw a Flow Chart for the billing procedure for Leebay.		
6 (a)	What is a Data Flow Diagram? Explain the four major components of a Data Flow Diagram.	See Page 4.22, Q.No.28, Answer: Page 4.15, Para 4.4.3	8
6 (b)	Describe the Wireless Technologies that have evolved and widely used in modern day Computerized Environment.	See Page 3.22, Q.No.14, Answer: Page 3.18, Para 3B.4.1 – 3B.4.10	8
7 (a)	Write Short Notes on any four: Packet Switching	See Page 2.33, Q.No.53, Answer: Page 2.22, Point 2	2
7 (b)	Object Oriented Data Base Model	See Page 1.9, Point 4	2
7 (c)	Memory Management	See Page 1.11, Point B.4	2
7 (d)	Fat / Thick Client	See Page 2.11, Point 5	2
7 (e)	Data Mining	See Page 5.7, Para 5.2.3, Point 5	2

Section B – Strategic Management

Question No.8 is compulsory. Answer **any five** questions from the **remaining six** questions.

Q	Question	Answer/Reference	M
8 (a)	State three characteristics that are specific to a Global Company.	See Page 7.16, Q.26, [N 08, M12, N 12] Answer: Page 7.10, Para 7.2.11	3
8 (b)	You are asked to draft a Mission Statement of a Company. What is a Mission Statement? Give any two characteristics of a good Mission Statement.	See Page 8.12, Q.No.28, 31 [M 10], Answer: Page 8.9, Para 8.3.6	3
8 (c)	Give any three special features or characteristics of the e-commerce environment.	See Page 12.14, Q.No.27, [RTP, N 10, M 13], Answer: Page 12.11, Para 12.4.1	3
8 (d)	What is Expansion Strategy? State and discuss briefly (in few lines each) the two types of Expansion Strategies followed by Firms.	Answer: Page 10.12, Para 10.2.12, Point 1 & 8	3
8 (e)	Discuss any three differences between Strategy Formulation and Strategy Implementation.	See Page 11.20, Q.No.4, [RTP, N 08, M 11, M 15] Answer: Page 11.2, Para 11.1.4	3
9 (a)	State with reasons which of the following statements is Correct or Incorrect: (i) Strategic Vision and Mission Statements are not needed in Small Business Houses. (ii) Logistic Management is an extension of Supply Chain Management.	Incorrect, See Page 8.10, Para 8.3.7 Incorrect, See Page 10.27, Para 10.3.24	2 2
9 (b)	Describe the various Competitive Positions and its Assessment Criteria as per ADL Matrix.	See Page 9.17, Q.No.33, [N 12], Answer: Page 9.13, Para 9.3.7	3
10	What is Strategic Control? Explain the types of Strategic Controls.	See Page 11.20, Q.No.12, [RTP, M 12, N 12], Answer: Page 11.4, Para 11.1.12	7

Q	Question	Answer/Reference	M
11 (a)	What is Micro and Macro Environment in the context of an Organization's Business Environment? List two elements of each type of Environment and discuss each briefly in one line on, what it is.	See Page 7.15, Q.No.13,14,15 Answer: Page 7.5, Para 7.2.1 – 7.2.3	4
11 (b)	List and discuss briefly the four stages of Maturity of any one Competitive Position in ADL Matrix.	See Page 9.17, Q.No.33, Answer: Page 9.13, Para 9.3.7, Point 2	3
12 (a)	"Human Resources are now viewed as a source of Competitive Advantage". Discuss the four activities when performed properly can increase the competency of workforce.	See Page 10.33, Q.No.82, Answer: Page 10.29, Para 10.3.30	4
12 (b)	Identify any six Social Environmental Factors that affect the demand for a Company's product.	Refer Note 1 below.	3
13 (a)	Distinguish between the following: DMAIC and DMADV methodology of Six Sigma.	See Page 12.14, Q.No.22, Answer: Page 12.10, Para 12.3.3	4
13 (b)	Advertising and Publicity.	Refer Note 2 below.	3
14 (a)	Write Short Notes on the following: SWOT Analysis.	See Page 7.15, Q.No.9, Answer: Page 7.4, Para 7.1.9	4
14 (b)	"Strategic Decisions are different in nature than all other decisions". In the light of this statement, explain any three major dimensions of Strategic Decisions. OR	See Page 8.12, Q.No.23, [RTP, N 11], Answer: Page 8.7, Para 8.2.6	3
	Reasons to adopt Turnaround Strategies.	See Page 10.31, Q.No.46, [RTP, M 08, M 10] Answer: Page 10.17, Para 10.2.25, Point 2	3

Note 1: Social Environmental Factors that affect the demand for a Company's Product:

1. Life Style Trends
2. Demographics
3. Consumer Attitudes and Opinions
4. Brand, Company, Technology Image
5. Consumer Buying Patterns
6. Ethnic/ Religious Factors
7. Media Views and Perception

Note 2: Advertising vs Publicity

Advertising	Publicity
Promotional Method, which is intentionally made and paid for by the Entity. Example: Hiring a Film Star to endorse the Entity's products, and paying the media therefor.	Promotional Method, which is not paid for by the Entity. Example: A Film Star referring to the Entity's Product in his Press Conference / Interview.
It may be directed at Consumers, Middlemen, or Opinion Leaders.	It is generally directed at the Consumers.
The type of message, copy, illustration, choice of appropriate media, are all at the Entity's discretion.	Certain aspects of Publicity are within the Entity's control and discretion, e.g. Press Conferences, Internet Releases, etc.

Solution to Question No: 5 – Flow Chart

PAM = Payment Mode; PM = Purchase Mode; BA = Bill Amount; WS = Website Purchases, GBA= Gross Bill Amount, NBA = Net Bill Amount, SC = Surcharge.

