

PRELIMINARY EXAMINATION :
SOLUTION : IT & SM
SECTION – A
INFORMATION TECHNOLOGY

Q.1. is compulsory.
Attempt any 5 from the rest.

Q.1. Explain the following terms in brief:

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|-------------------------|----------|
| 1. Equivalence TPS | (Pg.66) |
| 2. Software Engineering | (Pg. 19) |
| 3. Six Sigma | (Pg. 1) |
| 4. SSL | (Pg. 55) |
| 5. Boundary Controls | (Pg. 92) |

Q.2. Explain the process of implementing BPA. (Pg. 86,87,88)

Q.3. What is HRMS? Explain its modules. (Pg. 73,74,75)

Q.4. What is E commerce ? Explain its benefits and risks. (Pg. 58,59)

Q.5. Explain the system development life cycle. (Pg. 30,31,32)

Q.6. What are flowcharts ? Explain its types. (Pg. 12,13)

Q.7. Write short notes on following: (any 2)

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|------------------------|-------------|
| 1. Layers of TCP / IP | (Pg. 52,53) |
| 2. OODBMS | (Pg. 26) |
| 3. Architecture of CRM | (Pg. 72,73) |

SECTION – B
STRATEGIC MANAGEMENT

Q.8. is compulsory.
Attempt any 5 from the rest.

Q.8. Each question three marks:

- a. Discuss the characteristics of a Global Company. (PM 1.12)
- b. “Determining an appropriate mix of debt and equity in a company’s capital structure is very important for strategic implementation.” Explain. (IPCC MAY 2015 Q.1 d)
- c. Supply Chain Management is conceptually wider than Logistic Management. Explain. (IPCC NOV 15 Q.9 B)

- d. Explain the following:
- i) Strategic Vision (PM 2.8)
 - ii) Enlightened Marketing (PM 5.9)
 - iii) Strategic Business Unit (PM 6.7)
- e. The environment has many different influences, but it is very difficult for managers to make sense of these Influences. Why? (IPC MAY 2015 Q.1 a)

Q.9. (a) State whether the following statements are correct or incorrect with reasons :

1. Efficiency and Effectiveness are one and the same thing in Strategic Management. (PM 6.8 Q.2 a)
2. Business Process Reengineering (BPR) is the partial modification or marginal improvement in the existing work processes. (PM 7.6 Q.2 a)

(b) Explain the stages of Product Life Cycle. (PM 3.10)

Q.10. What do you mean by Micro environment of Business. Explain its elements. (PM 1.16)

Q.11. (a) What are the objectives that should be kept in mind while designing the pricing strategy of a new product? (IPCC MAY 2016 Q.11 a)

(b) Explain the acronym DMADV (PM 7.11)

Q.12. (a) What is the difference between Vision and Mission statement? Draft a Vision statement of an well-known national level Educational Institution you are familiar with. (PM Q.8 2.18, PM Q.2 (p) 2.8)

(b) Describe two environmental changes that will have a major impact on the following industries:

1. Automobile Industry (PM 1.13)
2. Retail Industry (PM 1.13)
3. Education Industry (PM 1.13)

Q.13. Distinguish Between the following :

- (a) Global Strategy Approach and Transnational Strategy Approach ()**
- (b) Divestment and Liquidation (PM 4.13 vi)**

Q.14. (a) How is TOWS matrix an improvement to the SWOT Analysis? Explain the construction of TOWS Matrix. (PM 3.12)

(b) Explain the role of Human Resource Manager in building the core competency of a firm. (PM 5.16 Q.2 i b / Q.2 k 5.13)

OR

The General Electric Model of analyzing business portfolio. (PM 3.17)

