

PCC+IPCC – MAY 10

PAPER-2

PAPER – 6 : INFORMATION TECHNOLOGY AND STRATEGIC MANAGEMENT

Section A: Information Technology

Attempt all questions.

1)

a) Describe briefly the following terms :

- i) $(149.50)_{10} = ()_2$
- ii) $(1101. 1100)_2 = ()_{10}$
- iii) Bluetooth
- iv) Web casting
- v) OMR

5x1=5marks

b) Explain each of the following :

- i) Artificial Intelligence
- ii) Middleware
- iii) Bubble memory
- iv) Joystick
- v) Bit mapped device

5x1=5marks

2) Answer the following :

- a) Discuss the various applications of E-commerce briefly. 6marks
- b) Explain the difference between impact and non-impact printers. 4marks

3)

- a) Write short note on fifth generation computers. 4marks
- b) What are the advantages and concerns in using data warehouses? 6marks

4)

- a) Explain limited entry decision table with advantages and disadvantages. 4marks
- b) Given the following set of data:

Account No.	Age of customer	Sex	Unpaid Balance (in Rs.)
13466	28	M	145.23
4156	20	F	49.50
33215	45	F	89.24
44178	19	M	115.23
56723	28	F	75.95
63423	29	F	69.95

Draw the flowchart to compute and print out the following: 6marks

Average Unpaid Balance

Customer Age	Males	Females
Under 20	Rs. XXX.XX	Rs. xxx.xx
20 to Under 30	XXX	XXX
30 to Under 40	XXX	XXX
40 and over	XXX	XXX

- 5)
- a) Explain the difference between application software and general purpose software.
4marks
 - b) Describe the functions performed by program library management software.
6marks

SECTION – B
Attempt **all** questions.

- 6) State with reasons which of the following statements is correct or incorrect :
- a) In businesses that are owned by same family, cooperation occurs automatically between family members.
 - b) Strategic planning is an attempt to improve operational efficiency.
 - c) Supply chain management is conceptually wider than logistic management.
 - d) For a small entrepreneur vision and mission are irrelevant.
 - e) Competition is bad for the organizations.
- 1x5=5marks
- 7)
- a) What is Kieretsus ? 2marks
 - b) What is forward integration and backward integration? 5marks
 - c) What is marketing mix? 3marks
- 8)
- a) Briefly describe the generic strategic alternatives given by Glueck and Jauch. 4marks
 - b) What is TQM and how it is different from traditional management approach? 5marks
- 9)
- a) What do you understand by strategic leadership? Discuss the two approaches to strategic leadership? 3marks
 - b) What are the functional strategies ? 3marks
- 10)
- a) Asian subsidiary of European banking major Cool Bank manages assets of Rs 20,000crore. Indian private sector bank Easy Ltd has submitted a letter of interest to buy the Asian arm of Cool Bank. The promoters of Easy Ltd are constantly on the lookout for opportunities in line with their ambition of becoming a global leader in the financial services sector. The firm is looking to expand its global footprint, will get access to more products and markets if it manages to acquire Asian arm of Cool Bank. It will also be able to get a presence across Asia. Easy Ltd has engaged major Indian accounting firm as consultants for the deal. The pricing for the Asian arm would depend on the asset composition and also the sustainability of these assets. Cool Bank, badly hit by the global financial crisis, is looking to sell its Asian portfolio for over Rs 2,500 crores. However, this portfolio does not include Cool Bank's Indian assets. The European Bank is looking to complete the sale in next three months. Easy Ltd is the only Indian bank interested in acquiring Cool Bank. American financial services firm Swift Money is also in the fray to acquire Cool Bank. Cool Bank caters to the high end of retail banking where services include the entire range of banking, investment and other financial services. These services are normally offered to clients with assets under management of more than Rs 10 crore. The Indian accounting firm advised a cautious approach in the deal. They felt that global banking industry is in the state of recession. Even very big banks are failing. The environment is not conducive for making major investments. They also felt that after acquisitions such businesses often lose clients. However, Easy Ltd felt that the recession is right time for them to buy as they can close deal at a low price.
- Questions:

- (a) Discuss the strategies of Cool Bank and Easy Ltd. 3marks
- (b) What are the implications of presence of Swift Money in the fray? 4marks
- (c) Why consultants are recommending cautious approach? Discuss. 5marks
- (d) Do you think that the recession is right time for an acquisition? Give reasons for your answer. 4marks
- (e) What would be your advice to easy Ltd? 4marks

😊 Aaal the Best 😊

SUGGESTED ANSWERS/HINTS

1)

a) Describe briefly the following terms :

i) $(603.50)_{10} = ()_2$

$$\begin{array}{r}
 2 \ 603 \qquad \qquad \qquad .50 \\
 2 \ 301 \ 1 \qquad \qquad \qquad \times \ 2 \\
 2 \ 150 \ 1 \\
 2 \ 75 \ 0 \qquad \qquad \qquad 1 \qquad \underline{\qquad} \\
 2 \ 37 \ 1 \\
 2 \ 18 \ 1 \\
 2 \ 9 \ 0 \\
 2 \ 4 \ 1 \\
 2 \ 2 \ 0 \\
 2 \ 1 \ 0
 \end{array}$$

Thus, $(603.50)_{10} = (1 \ 0 \ 0 \ 1 \ 0 \ 1 \ 1 \ 0 \ 1 \ 1 \ 1)_2$ ii) $(1101.1100)_2 = ()_{10}$

$$= 0 \times 2^4 + 1 \times 2^3 + 1 \times 2^2 + 0 \times 2^1 + 1 \times 2^0 + 1 \times 2^{-1} + 1 \times 2^{-2} + 0 \times 2^{-3} + 0 \times 2^{-4}$$

$$= 0 + 8 + 4 + 1 + 1/2 + 1/4 + 0 + 0$$

$$= 13 + 3/4$$

Thus, $(01101.1100)_2 = (13.75)_{10}$

iii) Bluetooth-ch4

iv) Web casting-ch3

v) OMR-ch1 unit2

5x1=5marks

b) Explain each of the following :

i) Artificial Intelligence- ch1unit3

ii) Middleware-ch1unit3

iii) Bubble memory-ch1unit1

iv) Joystick-ch1unit2

v) Bit mapped device-ch1unit2

5x1=5marks

2) Answer the following :

a) Discuss the various applications of E-commerce briefly.-ch4 6marks

b) Explain the difference between impact and non-impact printers.-ch1unit2 4marks

3)

a) Write short note on fifth generation computers.ch1unit1 4marks

b) What are the advantages and concerns in using data warehouses?ch2 6marks

4)

a) Explain limited entry decision table with advantages and disadvantages.ch5

4marks

b) Flowchart –refer module

5)

a) Explain the difference between application software and general purpose software.-
ch1uni3

4marks

b) Describe the functions performed by program library management software.-ch2

6marks

SECTION – B
Attempt **all** questions.

6) State with reasons which of the following statements is correct or incorrect :

- a) In businesses that are owned by same family, cooperation occurs automatically between family members.
Incorrect: Although some members of family in business may have easy and better understanding, their relationships may not always be good. Sometimes, quarrels and conflicts among the managing members of the family on family matters tend to distort their behaviour in managing the enterprise also and thereby damage its functioning. Many a times succession remains a tricky and conflicting issue in businesses.
- b) Strategic planning is an attempt to improve operational efficiency.
Incorrect: Strategic planning, an important component of strategic management, involves developing a strategy to meet competition and ensure long-term survival and growth. They relate to the top level in the organisation and relate the organisation with its environment. Operational efficiency is not a direct outcome of strategic planning.
- c) Supply chain management is conceptually wider than logistic management.
Correct: Supply chain management is an extension of logistic management. Logistic management is related to planning, implementing and controlling the storage & movement of goods & services while supply chain management is much more than that. It is a tool of business transformation and involve delivering the right product at the right time to the right place and at the right price.
- d) For a small entrepreneur vision and mission are irrelevant.
Incorrect: Entrepreneur, big or small have to function within their several external forces. Competition in different form and different degree is present in all kind and sizes of business. Even entrepreneur with small businesses can have complicated environment. To grow and prosper they need to have clear vision and mission.
- e) Competition is bad for the organizations.
Incorrect: All organizations have competition that makes their working challenging. However, competition is neither a coincidence nor bad luck. The nature and extent of competition that a business is facing in the market is one of the major factors affecting the rate of growth, income distribution and consumer welfare. Competition makes them work harder, brings innovation and cost economies. The benefit of competition are also enjoyed by the society and the markets in which organisations operate.

1x5=5marks

7)

- | | | |
|----|--|--------|
| a) | What is Kieretsus ? –ch1 | 2marks |
| b) | What is forward integration and backward integration? –ch4 | 5marks |
| c) | What is marketing mix? -ch5 | 3marks |

8)

- | | | |
|----|--|--------|
| a) | Briefly describe the generic strategic alternatives given by Glueck and Jauch.-ch4 | 4marks |
|----|--|--------|

- b) What is TQM and how it is different from traditional management approach? –ch7
5marks
- 9)
- a) What do you understand by strategic leadership? Discuss the two approaches to
strategic leadership? -ch6 3marks
- b) What are the functional strategies ?-ch6 3marks

☺ GOOD LUCK ☺