

INFORMATION TECHNOLOGY AND STRATEGIC MANAGEMENT

Answers to questions are to be given only in English except in the case of candidates who have opted for Hindi medium. If a candidate who has not opted for Hindi medium, answers in Hindi, his answers in Hindi will not be valued.

Answers to Sections A and B should be given in separate sets of answer-books.

SECTION-A

Attempt **all** questions.

1. (a) Describe briefly the following terms:

Marks

5x1=5

- (i) CMOS
- (ii) Multiprocessing
- (iii) Computer output microfilm
- (iv) Structured Query Language
- (v) DNS Server.

(b) Explain each of the following:

5x1=5

- (i) Firewalls
- (ii) Flash memory
- (iii) Interpreter
- (iv) Multiplexer
- (v) Transaction log.

Marks

2. Answer any **two** of the following:

2x5=10

- (a) Describe various factors which must be considered in determining the best file organization for a particular application.
- (b) Briefly explain various types of communication services used to transmit data in a network.
- (c) Explain briefly various Disaster Recovery (DR) plans for eliminating Down Time.

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3. (a) Describe the various features of Third-Generation Languages (3GLs) and Fourth Generation Languages (4GLs).

(b) What are the Network Threats and Vulnerabilities ?

4. A bicycle shop in a city hires bicycles by the day at different rates for different models as given below:

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Model No.	Hire rate per day (Rs.)
Model No.1	14.00
Model No.2	12.00
Model No.3	10.00

In order to attract customers, the shopkeeper gives a discount on the number of days a bicycle is hired for. The policy of discount is as given below:

No. of days	Discount rate (%)
1-5	0.00
6-10	8
11 and over	15

For every bicycle hired, a deposit of Rs. 30.00 must be paid.

Develop a flow chart to print out the details for each customer such as name of the customer, bicycle model number, number of days a bicycle is hired for, hire charges, discount and total charges including deposits.

5. Write short notes on the following :

2x5=10

- (i) Data warehouse
- (ii) Bullwhip effect in Supply Chain Management.

Marks

SECTION-B

Attempt **all** questions.

6. State with reasons which of the following statements is correct/incorrect $3 \times 2 = 6$ (Attempt any **three**):
- (a) "Profit may not be a universal objective but business efficiency is definitely an objective common to all business."
 - (b) "Industry is a grouping of dissimilar firms."
 - (c) "Resistance to change is an impediment in building of strategic supportive corporate culture."
 - (d) "Changes of any type are always disquieting, sometimes they may be threatening."
 - (e) "Efficiency and effectiveness mean the same in strategic management."
7. Briefly answer any **two** of the following : $2 \times 2 = 4$
- (a) What is meant by retrenchment strategy?
 - (b) Growth phase of product life cycle
 - (c) Strategic groups.
8. What do you mean by strategic leadership " What are two approaches to leadership style? To bring in strategic change which three steps may be initiated? $3 + 3 + 4 = 10$
9. Under what conditions would you recommend the use of Turnaround strategy in organisation? What could be a suitable work plan for this ? $5 + 5 = 10$
10. Read the following case and answer the questions given at the end:

In 2006-07 PTC Food division decided to enter the fast growing (20-30% annually) snacks segment, an altogether new to it. It had only one national competitor-Trepsico's Trito. After a year its wafer snack brand-Ringo, fetched 20% market share across the country. Ringo's introduction was coincided with the cricket world cup. The wafer snacks market is estimated to be around Rs. 250 crores.

The company could take the advantage of its existing distribution network and also source potatoes from farmers easily. Before the PTC could enter the market a cross-functional team made a customer survey through a marketing research group in 14 cities of the country to know about the snacks of eating habits of people. The result showed that the customers within the age-group of 15-24 years were the most promising for the product as they were quite enthusiastic about experimenting new snack taste. The company reported to its chefs and the chefs came out with 16 flavours with varying tastes suiting to the targetted age-group.

The company decided to target the youngsters as primary target on the assumption that once they are lured in, it was easier to reach the whole family. Advertising in this category was extremely crowded. Every week two-three local products in new names were launched, sometimes with similar names. To break through this clutter the company decided to bank upon humour appeal.

The Industry sources reveal that PTC spent about Rs. 50 crores on advertisement and used all possible media-print and electronic, both including the creation of its own website, Ringoringyoung.com with offers of online games, contests etc. Mobile phone tone downloading was also planned which proved very effective among teenagers. The site was advertised on all dotcom networks. Em TV, Shine TV, Bee TV and other important channels were also used for its advertisement along with FM radio channels in about 60 cities with large hoardings at strategic places.

Analysts believes that Ringo's success story owes a lot to PTC's widespread distribution channels and aggressive advertisements. Humour appeal was a big success. The 'Ringo' was made visible by painting the Railway bogies passing across the States. It has also been successful to induce Lovely Brothers' Future Group to replace Trito in their Big-Bazaar and chain of food Bazaars. PTC is paying 4% higher margin than Trepsico to Future group and other retailers.

Ringo to giving Trepsico a run for its money. Trito's share has already been reduced considerably. Retail tie-ups, regional flavours, regional humour appeals have helped PTC. But PTC still wants a bigger share in the market and in foreign markets also, if possible.

Questions:

- (a)** What is SWOT Analysis? 4
 - (b)** What are the strength of PTC? 4
 - (c)** What are the weaknesses of PTC for entering into the branded snacks market? 4
 - (d)** What kind of marketing strategy was formulated and implemented for Ringo? 8
- What else need to be done by Ringo so as to enlarge its market?

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