

Roll No.....

Time allowed : 3 hours

Maximum marks : 100

Total number of questions : 8
Total number of printed pages : 6

PART—A

(Answer Question No.1 which is compulsory and any two of the rest from this part.)

1. High Dreams Ltd. is a medium-sized company which hired the services of computer consultants to study possibilities for complete automation of all the areas. Currently the company has computerised accounts department only as most of the employees in the organisation are also not computer literates. Under the circumstances, the consultants had made a feasibility report, and made a system design and physical design for the management and had explained the printed reports as well as the screen reports to the management. They also explained to the management the three levels at which attention should be paid, namely, the 'functional level', 'procedural level' and the 'syntactical level'. However, the consultants had problem explaining the aspects of 'human introduction in screen design'. Explain the following issues so that the users can feel comfortable with the recommendation of the consultants :
 - (i) Design consistency
 - (ii) Dialogue design
 - (iii) Performance criteria
 - (iv) Bullet proofing
 - (v) Screen formatting software.

(20 marks)

2. (a) What is 'e-commerce' ? What are the elements of e-commerce ?

(5 marks)

- (b) State, with reasons in brief, whether the following statements are true or false :

- (i) A bit is a single digit transmitted along with the data for error detection.
- (ii) System back-up plan is a set of procedures to be followed in order to restore the system after a crash, natural disaster, power outage, human disaster and so on.
- (iii) WAN is a network that transmits data and voice communication over geographical area ranging from several kilometers to entire earth area.
- (iv) ISDN stands for Integrated Special Digit Network.
- (v) Process time is the interval between the users' pressing the last key in the input operation and the terminal's displaying.

(2 marks each)

3. (a) "To be a successful system analyst, one should have a proper combination of interpersonal skills and technical skills." Comment.

(6 marks)

- (b) Differentiate between *any three* of the following :

- (i) 'Bus network' and 'ring network'.
- (ii) 'Circuit switching' and 'packet switching'.
- (iii) 'Software documentation' and 'system design documentation'.
- (iv) 'Artificial intelligence' and 'expert systems'.

(3 marks each)

4. (a) Comfort Amenties Ltd. is in the business of supplying bathroom slippers to hotels. Assume that the managing director has approached you for designing its web pages. Keeping in mind the nature of business and the customers, you are required to write down the steps you would follow in designing the web pages of the company.
(6 marks)
- (b) "MIS is structured to provide requisite information when needed and where needed." Discuss.
(3 marks)
- (c) Explain briefly *any two* of the following :
- (i) Shipping-up and shipping-out
 - (ii) Data warehouse
 - (iii) On Line Analytical Processing (OLAP).
- (3 marks each)

PART—B

(Answer Question No.5 which is compulsory and any two of the rest from this part.)

5. (a) State, with reasons in brief, whether the following statements are true or false. Attempt *any five* :
- (i) Consultancy is to give the client an opportunity to explore, discover the clear ways of living more resourcefully and towards greater well-being.
 - (ii) In a meeting, a blocker makes contribution so lengthy that others have no time to speak, that is, he/she blocks others to speak.

- (iii) Critical Path Analysis is an approach to network planning, that suggests only critical activities are to be completed to complete a project at the earliest.
- (iv) Learning is a process whereby knowledge is created through the transformation of experience and development is a process of functioning in a different state.
- (v) Halo effect takes place when one feature positively influences overall perception.
- (vi) Leadership is the activity of influencing people to strive willingly for group objectives.

(2 marks each)

- (b) Re-write *any four* of the following sentences after filling-up the blank space with appropriate word(s) so as to convey the correct meaning :
- (i) _____ is the first step in editing process which focuses and improves the structure of documents and paragraphs.
 - (ii) _____ is simply a difference in view point between individuals or groups over a given issue at a given point of time.
 - (iii) The _____ mnemonic is set at the side of the breakdown of information, and this outline provides a useful guide to the facts required before the story can be written.
 - (iv) The _____ is a technique of analysis which works in much the same way as the why, why analysis.
 - (v) _____ are another informal and non-traditional form of seating for meeting places the members at small tables which are separated from each other and positioned in different parts of the room.

(1 mark each)

- (c) What do you understand by the terms 'proposal' and 'report' ? Illustrate and bring out the structural difference between proposals and reports.

(6 marks)

6. Hotch Potch Ltd. has a current scenario wherein people do not trust each other. Whenever a junior officer wishes to talk to his/her superior, the general approach is casual and no attention is paid to the communication aspects. The top level management is completely unaware of what is happening down-the-line as they have no information. Therefore, by and large, people have become either defensive or manipulative in their approach. This has affected the morale of people and accordingly, there is very little productivity. The management thinks that the best option would be to appoint an engineer who would look into the productivity related angle. In the light of above, answer the following questions :

- (i) Do you think it is a productivity-related problem that the company is facing ?

(4 marks)

- (ii) In your opinion, what are the barriers to communication that the company is currently facing ?

(7 marks)

- (iii) What suggestions do you have for the company ?

(4 marks)

7. (a) Identify what different types of communication styles are being followed by the undermentioned leaders and give reasons :

- (i) Biggie has a one way communication which is directive, demanding, controlling and uses power and authority.
- (ii) Goody uses two way communication which is stimulating, free and fluid. The atmosphere is of mutual understanding friendly and warm.
- (iii) Coward submits to the desires of others and sees other's point of view and also shifts responsibility to others assuming only a supporting role.

(2 marks each)

- (b) "Although discussion is more important than conversation in an organisation, yet all the managers need to indulge into conversation which needs to be effective." Comment and distinguish between 'conversation' and 'discussion'. Also state ingredients needed to make conversation effective.

(9 marks)

8. (a) What is the rationale for holding a press conference? Prepare a note for press briefing highlighting the salient features of 'conflict resolution'.

(6 marks)

- (b) Write short notes on *any three* of the following :

- (i) Transactional analysis
- (ii) Importance of agenda
- (iii) SWOT analysis
- (iv) Emotional intelligence.

(3 marks each)

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