*Roll No.........................*

*Time allowed : 3 hours*                                    *Maximum marks : 100*

*Total number of questions : 8*                    *Total number of printed pages : 5*

### **P A R T — A**

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

1. (a) State, with reasons in brief, whether the following statements are correct or incorrect :

    (i) ERP is all about information technology and complicated computerisation.

    (ii) On Line Analytical Processing (OLAP) refers to the ability to analyse in real time, multi-dimensional data stored in data warehouses.

    (iii) 'Bold fish' and 'BIPS' are database programming tools of Corporate Information Management System (CIMS).

    (iv) 'Public keys' and 'private keys' are both mathematical keys.

    *(2 marks each)*

    (b) Re-write the following sentences after filling-in the blank spaces with appropriate word(s)/figure(s) :

    (i) The situation when old and new systems are running at the same time for a specific period is called _____.

    (ii) The _____ stores all the needs and specifications for all the data elements to be used in a new system.

    (iii) Procedural flow charts are generally prepared to assist the _____ in understanding some specific data processing operation.

    (iv) MIS has comprehensive structure as it shall avoid duplication and _____ of data.

    *(1 mark each)*

    (c) Expand the following abbreviations :

    (i) N I C

    (ii) F T P

    (iii) S D L C

    (iv) IOIS.

    *(1 mark each)*

(d) The Chief Executive Officer (CEO) of the company in which you are working, recently attended a seminar in which he heard about CIMS – Corporate Information Management System. He was told that CIMS provides important links to corporate strategy, but he could not understand how it plays such a role.

You have been asked to prepare a brief note to be submitted to CEO about CIMS and its linkage to the corporate strategy.

*(4 marks)*

2. (a) Perfect Garments Pvt. Ltd. (PGPL) started their business in readymade garments in 1976 in Vijayawada, Andhra Pradesh. When the company started business, they were the market leaders in the Krishna District. Over a period of time, PGPL has lost their market position as new entrants have come into the market. Presently, PGPL has only 16.5% of the market share. Rajshekhar, CMD of PGPL, wants to develop a data base of the customers so that he can segment them properly and improve customer relations. This will help in making suitable promotional and marketing strategies. For this, he wants to develop a suitable management information system (MIS) which can help the company to segment the customers depending upon their profile and to ensure better customer relations. But, someone suggested him that he should go for decision support system (DSS) instead of MIS. Now, Rajshekhar is confused – what to do ? Should the company go for MIS or DSS ? You have been asked to help him in taking a proper decision in this regard and required to prepare a brief write-up suggesting what will be suitable for PGPL – MIS, DSS or any other system keeping in mind the requirements of the company.

*(8 marks)*

(b) "E-governance is the only way to achieve faster and inclusive development for developing countries like India." In the light of this statement, state the benefits of e-governance for a country like India. Also discuss any two e-governance projects implemented in India.

*(7 marks)*

3. (a) Spring Creators Ltd. (SCL) is in the business of real estate since 1982. It has its corporate office at Mumbai and about 34 branch offices all over India. All property related documents are centrally processed at Mumbai which results into very high postage/courier cost as each branch has to send all documents to Mumbai for necessary action/vetting and also, wastage of time. The company takes in this process a high degree of risk of loosing documents in transit. To take care of all these issues, the Board of directors of SCL in a recently concluded Board meeting decided that all the documents not requiring use of stamp papers will be exchanged between the branches and the corporate office at Mumbai in digital/electronic form. But, the issue of digital signatures is not resolved as some members wanted to have more information about legal position related to digital signatures in India as per the Information Technology Act, 2000.

As the Company Secretary of SCL, you have been asked to prepare a brief write-up about the relevant provisions related to digital signatures as per the Information Technology Act, 2000.

*(10 marks)*

(b) "The internet is indisputably a collaborative joint entity." In the light of this statement, comment on ISOC (Internet Society) and its objectives.

*(5 marks)*

4. (a) Distinguish between **any three** of the following :

(i) 'Digital wallet' and 'electronic wallet'.

(ii) 'Smart cards' and 'credit cards'.

(iii) 'System recovery plan' and 'system back-up plan'.

(iv) 'Expert systems' and 'decision support systems'.

*(2 marks each)*

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

(i) Virtual reality

(ii) Capabilities of information technology

(iii) Firewalls

(iv) Security standards for internet.

*(3 marks each)*

### P A R T — B

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

5. (a) Re-write the following sentences after filling-in the blank spaces with appropriate word(s)/figure(s) :

(i) Of the entire barriers of communication, _____ is perhaps the most difficult to overcome.

(ii) _____ are used to exaggerate a situation out of proportion for the effects of emphasis, drama and humour.

(iii) _____ is simply a difference in views between individuals/groups over a given issue.

(iv) The strategy of making new changes/introducing new techniques in work process is known as _____.

(v) _____ is another informal method of seating in the meetings where small tables are separately positioned in different parts of the meeting hall.

*(1 mark each)*

(b) Indicate the communication style used in the following :

(i) Starting today, workers must go for lunch sharp at 12.00 Noon and return to work by 12.30 hours.

(ii) With effect from 1st December, 2009, the company proposes to declare Saturday also as a full working day. The employees are to give their suggestions on this proposal.

(iii) Mohit called up the company's suppliers and told them that he was delegating his authority to Amit for deciding contracts upto Rs.1,00,000 with immediate effect.

(iv) I will not approve any insurance claim which comes to me for sanction without the initials/signatures of all my subordinates who have processed the claim.

(v) I do not want to get involved in this issue since I have no opinion/knowledge on this.

*(1 mark each)*

(c) State, with reasons in brief, whether the following statements are correct or incorrect :

(i) Planning and control are two highly integrated activities.

(ii) Anyone can counsel, but not all can counsel effectively.

(iii) In an interview, the right word may be effective but no word may be as effective as a rightly timed pause.

*(2 marks each)*

(d) Assume that your company is going to introduce smart cards for the employees from the next month. As the head of employees relation cell, you are required to write a circular to all employees of the company informing them that a photo session will be organised on next Tuesday from 10.00 A.M. till 4.00 P.M. at the common room on the first floor for smart card purposes.

*(4 marks)*

6. (a) Ramnath set-up his business in the year 1989 as a producer of steel utensils. Within a short period of 20 years, *i.e.,* by 2009, his business grew rapidly with 5 production units spread throughout India with an employee strength of 2,000, as against 200 employees only in 1989. His current annual turnover is around Rs.500 crore.

Ramnath is feeling bad about the fact that during 1989, he knew all the 200 employees by their names and today, *i.e.,* in 2009, he does not even recognise most of the faces. Information is not reaching to him properly. Hence, he is upset and wants some immediate solution.

Based upon this case, answer the following questions :

(i) What is the current process of communication ?

(ii) What are the barriers to effective communication ?

(iii) How can bottlenecks in communication be removed ?

*(4 marks each)*

(b) "A good summary is one that is self-sufficient."  Critically examine the statement.

*(3 marks)*

7.   Identify the type of dysfunctional behaviour exhibited by members in the following cases.  As a Chairperson, suggest some steps to control/check such behaviour of members :

(i)  In all meetings, Kamal makes lengthy contributions, while leaving many other members little time to speak. Kamal has a loud voice and shouts over others. When asked by the Chairperson about sales, Kamal retorted in a loud voice stating that we would break all our previous months' figures by more than 50% excess sales; which most other members believe is overstated.

(ii) Anand in all meetings always contrives to draw attention to himself of all members. As a Chairperson, you have more often noticed that Anand always boasts himself of his contributions in various departments, whether relevant or not.  You wonder, he is striving to build an image for himself.  However, Anand always praises you as a Chairperson.  The other day, Anand mentioned that Chairperson, a marketing specialist himself, would agree that  monthly sales for next month cannot exceed 50% as stated by Kamal; though Anand has never worked in commercial department.

(iii) Murari contradicts the views of most of other speakers.  Always, other members feel, Murari's contribution appear to have little or nothing to do with the agenda of the meeting.  As a Chairperson, whenever you had asked Murari as to why he disagreed with the proposal of others, Murari was unable to explain his stand. Often, Murari continues to produce arguments long after it has become apparent that the item has been cleared, and insists on the subject being raised again.

*(5 marks each)*

8.   (a)  "Counselling does not end with the end of a counselling session."  In the light of this statement, suggest as a counsellor two things you would like to do and two things you would not like to do after a counselling session.

*(4 marks)*

(b)  Explain dualling as a tool of effective time management.  Give an example where you would like to apply dualling in your life for achieving effective time management.

*(2 marks)*

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

(i)  Empathy

(ii) Cognitive mapping

(iii) The Frank Jefkins formula for writing press release

(iv) Public relation and lobbying.

*(3 marks each)*

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