

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

- (i) Optical cables are immune to electrical interference.
- (ii) Wireless Application Protocol (WAP) is an enabling technology to bring the contents and services to an ERP package.
- (iii) CIMS under the ERP system means complete internet maintenance system.
- (iv) It is easier to manage and maintain servers than mainframes, as server systems are highly flexible and responsive systems to decision maker's needs.
- (v) Automated Teller Machine (ATM) is used as one of the wide area network transmissions technologies.

*(2 mark each)*

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

- (i) \_\_\_\_\_ is a single digit transmitted along with the data for error detection.
- (ii) The situation where the old and new systems are working at the same time for a specific period is called as \_\_\_\_\_ implementation.
- (iii) \_\_\_\_\_ is a business management system taking care of all departments of a company.
- (iv) \_\_\_\_\_ provides access to data files that reside on a separate computing system from that running the application program.
- (v) A computer system that combines data, analytical tools, user friendly software to support decision-making at the management level is called \_\_\_\_\_ .

*(1 mark each)*

(c) The Complete Power Solutions Ltd. (CPSL) is in the business of providing complete operations and business solutions to power sector in India. Presently, CPSL is operating from three locations in India – Gurgoan, Mumbai and Bangalore. All the offices are connected through intranet. The system is working perfectly fine

and the company is facing no problems in inter-office communication. But, employees are demanding that besides intranet, they should be provided with internet mainly due to two reasons – one, they have to often interact with the customers and for that internet is the best solution; and, second, sometimes, they need information from various websites for finding solutions to the problems of the customers. The management is agreeing in principle to this demand but is quite apprehensive about the security concern of the intranet. In this context, someone has suggested the use of firewalls in addressing the security concerns of the management. You are required to prepare a short note highlighting the role of firewalls in ensuring security of the system.

*(5 marks)*

2. (a) Assume that you are working in the internal control department of Blue Sky Ltd. Recently, the management of the company has taken a decision to fully computerise its accounting system and for that, Big Solutions Pvt. Ltd. has been appointed as a consultant. To coordinate with the consultants, the management has constituted a Task Committee and you are a member of it. Your responsibility is to coordinate with the consultants to ensure that the audit issues of the company are properly looked into. One of the audit issues is related to audit trail and therefore, you have been asked to prepare a short concept note on audit trail highlighting maximum three issues of audit trail, which the consultant should keep in mind while designing computerised accounting system.

*(6 marks)*

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

- (i) 'Executive information system' and 'decision support system'.
- (ii) 'Synchronous transmission' and 'asynchronous transmission'.
- (iii) 'Parallel conversion' and 'phased conversion' as forms of systems conversion from old to new.
- (iv) 'Logical system design' and 'physical system design'.

*(3 marks each)*

3. (a) Green Fresh Ltd. (GFL) has entered into retail business of cereals, fruits and vegetables. For the year 2008-09, GFL has planned to open about 230 retail stores mainly in northern India. Their business model involves direct purchasing from the farmers. At present, GFL is facing lot of problem in winning the confidence of farmers in the sense that it is paying the actual market price to them. In villages, farmers have no mechanism to check what the prevailing market prices of their produce are. Consequently, they always have a suspicion towards the procurement team of GFL. GFL understands very clearly that its success depends upon the mutual trust between GFL and the farmers. Therefore, it is a great challenge that GFL is facing at present.

Assume that you are working in GFL and you have been asked to find a solution for the challenge of winning the confidence of farmers about the price of their produce by having a suitable web-based portal for them. In the meantime, GFL is talking to National Commodity & Derivative Exchange Limited (NCDEX) to get on line prices of commodities and their derivatives. You are required to prepare a note about the following issues related to the proposed portal :

- (i) Contents of the proposed portal; and
- (ii) Enabling technologies.

*(9 marks)*

- (b) “Management Information System (MIS) is structured to provide the information needed, when needed and where needed.” In the light of this statement, you are required to provide one example each for the following :

- (i) ‘Information needed’ by the management;
- (ii) ‘When needed’ by the management; and
- (iii) ‘Where needed’ by the management.

*(2 marks each)*

4. (a) Define the following :

- (i) Switching networks
- (ii) Digital money
- (iii) Electronic Fund Transfer (EFT)
- (iv) Hybrid networks
- (v) Digital signature
- (vi) On Line Analytical Processing (OLAP).

*(1 mark each)*

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

- (i) Integrated Service Digital Network (ISDN)
- (ii) Meta Data
- (iii) File Transfer Protocol (FTP)
- (iv) System Development Life Cycle.

*(3 marks each)*

**PART—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-up the blank spaces with appropriate word(s)/figure(s) :

- (i) \_\_\_\_\_ are brief narratives, stories or verbal illustrations that provide vivid support to statements.
- (ii) An interview to help interviewees identify and solve their own problems either work related or personal is known as \_\_\_\_\_.
- (iii) The process used to investigate and depict the mental models people adopt is known as \_\_\_\_\_.
- (iv) \_\_\_\_\_ is the editors' word for advertising, since it resembles self-praise/ positive comments and creates a bigger image than necessary.
- (v) The activity designed to get decision makers on your side and thus reduces possibility of conflicts before actual negotiations take place is called as \_\_\_\_\_.

*(1 mark each)*

(b) Write full forms of the following :

- (i) ACHIEVE
- (ii) VERTIGO
- (iii) ADAPT (Model)
- (iv) MURDER (System for reading)
- (v) SQ3R.

*(1 mark each)*

(c) Your company had shipped recently a consignment aboard. The consignment had some serious damages about which your company is not clear. The customer is in town and likely to visit your company. You, as a marketing head, want to convene a pre-meeting with your team members in the company. But, you have not fixed an agenda for the pre-meeting. What is likely to happen in such a case in the pre-meeting ?

*(5 marks)*

(d) Assume that you are working as Chief Manager (Human Resources) in a company. You are receiving complaints from accounts department against Anubhav for misbehaving with the Manager (Accounts). Anubhav has recently obtained the 'best employee' award and he is working in the company for last 15 years and

no such complaint was ever received against him in the past. Therefore, you do not want to take any action against him unless you have all the facts before you. For that, you have decided to appoint a fact finding committee with the following composition :

- Rupak (Convener of the Committee)
- Suresh (Member)
- Ms. Geetika (Member)

You are now required to draft an internal circular announcing the formation of the fact finding committee.

(5 marks)

6. (a) Choose the correct sentence from each pair that appropriately highlights the job applicant's achievements in a *curriculum vitae* (CV) and give reason for your answer :
- (i) (a) I was responsible for ordering and sales of all hardware products.  
(b) I achieved 20% increase in hardware sales as compared to previous period.
  - (ii) (a) I can efficiently operate word processing, database and spreadsheet applications.  
(b) I am confident and competent in the use of range of computer packages.
  - (iii) (a) I am responsible for incoming and outgoing mail.  
(b) I am responsible for handling upto 800 mail articles daily and distribution to 18 sections.
  - (iv) (a) I gained valuable experience in working as a team member while working during university vacations to support myself.  
(b) I have no experience except for a part-time job as a clerical assistant during my university vacations.

(2 marks each)

- (b) Your company is participating in an Industrial Trade Fair. You have been selected as a head to manage the company's 'Exhibition Stand' in the fair. What factors would you keep in your mind to effectively manage the Exhibition Stand ?

(7 marks)

7. (a) Indicate whether the following moves/decisions/changes are radical innovations or incremental innovations :
- (i) An insurance company decides to outsource 80% of its centralised investment department activities at its head office.
  - (ii) A State owned railways decides to privatise new dedicated cargo lines.
  - (iii) An Information Technology Company decides to changeover from assignment of individual target to group or team tasks/targets.
  - (iv) A multinational organisation changes its focus on markets rather than on products.

- (v) Information is shared electronically rather than by conventional circulars.
  - (vi) A hierarchical company removes several layers and empowers all front office employees.
  - (vii) A company uses specialist consultants as supporters in problem solving process.  
*(1 mark each)*
- (b) In a family based manufacturing company, the managing director, a member of that family, is above all rules. Some workers, accounts clerk and peons have a direct approach to him at his house. They carry tales to him and he listens to them. These persons have created special positions for themselves in the factory and sometimes they ignore the legitimate orders of their line superiors. Discuss the communication difficulties in this situation for the General Manager, who is a professional manager and not connected with the family that manages the business.  
*(4 marks)*
- (c) “Silence is the best mode of communication.” Comment and give a situation where silence is the best mode of communication.  
*(4 marks)*
8. (a) Distinguish between **any two** of the following :
- (i) ‘Emotional competence’ and ‘emotional quotient’.
  - (ii) ‘Public relations’ and ‘publicity’.
  - (iii) ‘Creativity’ and ‘innovation’.
- (3 marks each)*
- (b) Write short notes on **any three** of the following :
- (i) Modes of communication
  - (ii) Michael Porter’s Competitive Forces Model
  - (iii) Action note and structure of action note
  - (iv) Gantt Charts.
- (3 marks each)*