

Roll No.....

Time allowed : 3 hours

Maximum marks : 100

Total number of questions : 8

Total number of printed pages : 7

P A R T – A

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

1. (a) Re-write the following sentences after filling-in the blank spaces with appropriate word(s)/figure(s) :
- (i) _____ is the convergence of computer with video, film, sound, graphics, text, animation and photos.
 - (ii) A top down approach that breaks up large complex programme into small manageable modules is _____.
 - (iii) _____ is a computer system that combines data, analytical tools, user-friendly software to support decision-making process.
 - (iv) A _____ is the web version of a business that offers everything from search engines, e-mail, stock quotes and shopping.
- (1 mark each)*
- (b) Choose the most appropriate answer from the given options in respect of the following :
- (i) Communication server provides access to –
 - (a) Modems
 - (b) Printers
 - (c) Databases
 - (d) All the above.
 - (ii) A device that performs protocol translations between devices is called –
 - (a) Gateways
 - (b) Routers
 - (c) Bridges
 - (d) Repeaters.
 - (iii) OCSI model stands for –
 - (a) On-line communication satellite interface model
 - (b) Object-oriented communication system interface model
 - (c) On-line communication system internet model
 - (d) Object-oriented client/server internet model.

(iv) A knowledge intensive computer programme that captures the expertise of a human in a limited domain of knowledge and experience is called –

- (a) Artificial intelligence
- (b) Decision support system
- (c) Expert system
- (d) None of the above.

(1 mark each)

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

- (i) The contents of a decision table are to be coded directly into a language that the computer understands.
- (ii) In case of two-tier client/server architecture, the application server runs most of the application logic, with the user workstation responsible for the display at the front-end and database server provides database services at the back-end.
- (iii) Parity refers to bit mark the beginning and end of data respectively.
- (iv) WAP is enabling technology to bring the internet content and services to mobile phones and other wireless terminals.

(2 marks each)

(d) Karan took over two months back as GM (IT) in a company engaged in manufacturing of spare parts for automobile industry. The company had implemented a management information system (MIS) to manage the flow of information at all managerial levels of the organisation, but executives working in the company were not happy the way the system was working. In a monthly review meeting of all functional GMs, faults related to MIS were discussed and almost all GMs were very critical of the system. From all the discussions in the meeting, Karan inferred that the implemented MIS was communicating only the faults and problems of each department/unit to the top management and that was the reason due to which GMs were very critical about the system.

In the light of above, suggest what should be the appropriate objective in designing and implementing an MIS in an organisation.

(4 marks)

2. (a) Rainbow Sports Goods (Pvt.) Ltd., Jalandhar (Punjab) manufactures hockey sticks and balls in production facility at Jalandhar. In view of coming Commonwealth Games in Delhi in 2010, it has decided to increase its production facilities in National Capital Region (NCR) – one at NOIDA (UP) and another in Faridabad (Haryana). Rakshit, the managing director of the company, desires to start E-Business Division at Gurgaon (Haryana) to take the advantage of advances in

information technology so that the newly developed facilities could be linked and accessed remotely via internet. He has approached you to seek advice on TELNET and virtual private network (VPN) as technological solutions for networking. You are required to draft a report to be submitted to the company containing the most important criteria for evaluating these services - TELNET and VPN and also explaining briefly the manner in which these technologies work.

(9 marks)

- (b) You are working as Vice-President (IT) in a company which is planning to implement enterprise resource planning (ERP) system. It is estimated that it may cost the company approximately Rs.5 crore. The management has heard some failure stories of ERP and hence, it does not want to take any risk of failure. Therefore, you have been requested to submit a report to the top management about critical success factors for implementation of ERP so that the same can be taken care of and the ERP becomes a success story for your company.

(6 marks)

3. (a) Solid Steel Ltd. (SSL) started in the year 1992 when some enterprising young individuals had started work in a production unit and began a journey into India's steel sector with a single reinforcement steel bars manufacturing company at Bhiwadi (Rajasthan). Within short span of time, the journey has gained huge momentum with SSL positioned as a company of high repute in the Indian steel market. From single manufacturing unit, it has spiralled into more than 40 manufacturing units, through franchise arrangement, spread across the country. Today, SSL along with its franchisees, manufactures reinforcement steel bars (TMT/HSD), structural steels (channels, angles, beams and flats), binding wire, PVC pipes, plywood, paints and many more construction products.

On one side, the dynamic and progressive approach of the company has made it well reputed and highly profitable company, but on the other side, it has thrown a number of challenges to face competitive threats from the big players of the Indian steel industry.

You have been appointed as an external consultant by the company for advising how the company's website can be made more effective in handling large volumes of orders and large number of customers to deal with these challenges. Suggest what all can be included in the website so that SSL can meet the emerging challenges.

(10 marks)

- (b) "Trading partners using EDI (Electronic Data Interchange) technology make agreements in some specific areas prior to implementation of electronic trade." In the light of this statement, explain the areas of agreement.

(5 marks)

4. (a) Distinguish between **any three** of the following :
- (i) 'Management information system' and 'decision support system'.
 - (ii) 'Microwave cableless channels' and 'radiowave cableless channels'.
 - (iii) 'Star network' and 'bus network'.
 - (iv) 'Pull marketing' and 'push marketing' on-line customer service on internet.
- (2 marks each)
- (b) Write short notes on **any three** of the following :
- (i) System conversion
 - (ii) Value Added Network (VAN)
 - (iii) Application Service Provider (ASP)
 - (iv) On-line Analytical Processing (OLAP).
- (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) The different degrees or nuances, variations, the rise and fall and tempo of speaking is _____.
 - (ii) The wish image is the _____ the management wishes to achieve.
 - (iii) Force field analysis is a helpful tool in analysing _____ that have no clear solutions.
 - (iv) _____ is the medium through which the individual interacts with the society to fulfill his various needs.
 - (v) _____ are the planned and sustained efforts to establish and maintain goodwill between an organisation and its public.
- (1 mark each)
- (b) Write the full form of the following :
- (i) SQ3R
 - (ii) EI & EQ
 - (iii) K M P
 - (iv) S W O T
 - (v) PRICE.
- (1 mark each)

- (c) You are working as Manager (HR) in Technowell (Pvt.) Ltd. The company had announced a holiday for Raksha Bandhan on 5th August, 2009. Due to some urgency, the management of the company has decided to work on 5th August, 2009 and instead declare 12th August, 2009 as a holiday. You are required to write an internal circular for employees of the company announcing this decision stating the reasons thereof.

(5 marks)

- (d) "Non-verbal aspects of communication are better indicator of what a person truly thinks than the words he uses." Do you agree with the statement ? Support your answer with necessary reasons.

(5 marks)

6. (a) Your company has asked you to go to Mumbai to interview prospective candidates for recruitment. Your assistant, Saurav, has drawn a list of possible questions that could be asked from candidates. Following questions do not appear to be nice to ask in the manner they are drafted :

- (i) Do you feel you are qualified for the job ?
- (ii) Were you ever asked to make decisions in your previous job ?
- (iii) Do you feel that you learned a lot while you were in school ?
- (iv) A great deal of that kind of work has to be done on this job and I get the impression you don't enjoy doing it.
- (v) Do you have hobbies ?

Re-draft the above questions suitably.

(10 marks)

- (b) You are a marketing manager of a company. Recently, your company has decided that any customer who has delayed the payment after due date is supposed to pay a penal interest @ 1% per month. One of your esteemed customers, Sudha Printing Press has not paid the bill amount of Rs.15.50 lakh on the due date. Write a business letter to Sudha Printing Press mentioning the new policy of the company charging penal interest @ 1% per month and requesting them to pay the due amount at the earliest.

(5 marks)

7. (a) Identify, classify and explain the executive ability in the following situations :
- (i) Venkat is working as President of a large fabrication company, Fabric India Ltd. As a senior executive and head of the company, he has capacity to make decisions, think through issues and analyse and assimilate large amount of data. Venkat has ability of not only taking in large amount of data, but also being able to see through things and sort out from the information, what is critical.
 - (ii) Sekhar is the President of a leading software company, Soft India Ltd. He has been very successful in taking the company, as one of the leading company, in India. He has capacity to build effective teams and bring together large and diverse groups within the organisation. He has particular ability to take a broader view and integrate often extremely large and large parts of business.
 - (iii) Jayaraman established his audit firm, as an individual, some 10 years back. He has grown his audit firm into a large firm, with two more partners and large number of employees. Jayaraman has the ability to get others to accept his point of view and to act in his interests and prevent them implementing agendas that are contrary to his own. He also has the capacity to understand his emotions and values and handle upsets, ambiguity and loneliness. He has the capacity to handle considerable pressures and has known to use his emotions effectively to manage himself and others.
 - (iv) Excel Corporation Ltd. is looking for a candidate for the post of Director (HR). They are looking for a senior executive who has ability to understand essential components of the organisation and how these can be managed to achieve corporate goals. He shall be a specialist in corporate restructuring process. Also, the candidate shall have the ability to help his subordinates to overcome hurdles to achieve common goals. He needs vision, emotional intelligence and capacity to empower staff.
- (3 marks each)*
- (b) Draft a press release announcing retirement of Vivek, Executive Director (Operations) of your company and the appointment of Sajag in his place.
- (3 marks)*
8. (a) Distinguish between **any three** of the following :
- (i) 'Creative listening' and 'critical listening'.
 - (ii) 'Public relations' and 'propaganda'.
 - (iii) 'Wish image' and 'corporate image'.
 - (iv) 'Indicative abstracts' and 'informative abstracts'.
- (2 marks each)*

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

- (i) Network planning
- (ii) Coercive power
- (iii) Semantic noise
- (iv) Blake, Shepard and Mouton model of inter-group conflict.

(3 marks each)

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