

Roll No. ....469516.....

Total No. of Questions – 14

Total No. of Printed Pages – 6

Time Allowed – 3 Hours

Maximum Marks – 100

## CMP

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, his/her answers in Hindi will not be valued.

Answer to Section A and B should be given in separate sets of answer-books.

### SECTION – A

Marks : 50

Question No. 1 is compulsory.

Answer any **five** questions from the rest.

In case, any candidate answers extra question(s)/sub-question(s) over and above the required number, then only the requisite number of questions first answered in the answer-book shall be valued and subsequent extra question(s) answered shall be ignored.

**Marks**

1. Answer the following questions in brief :

**5×2  
=10**

- (a) List the steps in preparing a Limited Entry Decision Table.
- (b) Explain disadvantages of a Data Base Management System.
- (c) What is Secret Key encryption/decryption method ?
- (d) List the Transaction Processing System (TPS) attributes.
- (e) Explain the different types of Audit during System Development Process.

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(2)

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**Marks**

2. (a) Mention various key factors to be considered in implementing Business Process Management (BPM) in an organization. **4**
- (b) What are the basic steps involved in 'Data Processing Cycle' under Processing Cycles of an Accounts BPM ? Discuss. **4**
3. (a) What is meant by a 'server' ? Explain whether it is a computer or a computer program. Describe any two types of servers based on the nature of service they provide. **2+2  
=4**
- (b) Explain briefly, the following activities executed by Operating System : **4**
- (1) Performing Hardware functions
  - (2) User Interfaces
  - (3) Hardware Independence
  - (4) Memory Management
4. (a) Explain relationship between internet, intranet and extranet with reference to business enterprise. Discuss five rules of extranet. **4**
- (b) Discuss any two advantages and two disadvantages of Peer-to-Peer network. **4**

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(3)

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**Marks**

5. (a) Write any four parameters of do's and don'ts each, that need to be considered while developing MIS. 4
- (b) Discuss the four general functions possessed by the Access Controls related to software and information. 4
6. (a) What are major advantages of Cloud Computing ? 4
- (b) Describe different types of Input Controls under Application Control. 4
7. Write short notes on any **four** of the following : 4×2  
=8
- (a) Context Diagram
- (b) Tablet
- (c) Store and forward characteristic of message switching
- (d) Payment Gateway
- (e) Certificate authority with reference to grid security

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**P.T.O.**

(4)

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**Marks**

**SECTION - B**

**Marks : 50**

Question No. 8 is compulsory.

Answer any **five** questions from the rest.

In case, any candidate answers extra question(s)/sub-question(s) over and above the required number, then only the requisite number of questions first answered in the answer book shall be valued and subsequent extra question(s) answered shall be ignored.

8. (a) Explain the basic goals of environmental analysis. **3**
- (b) What should be the major components of a good mission statement ? **3**
- (c) Explain the strategic implications of each of the following types of business in a corporate portfolio : **3**
- (a) Stars (b) Question Marks ? (c) Cash Cows (d) Dogs
- (d) What are the five competitive forces in an industry as identified by Michael Porter ? **3**
- (e) 'A strategy-supportive culture promotes good strategy execution.' – **3**  
Explain.

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(5)

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**Marks**

9. (a) State with reasons which of the following statement is correct/incorrect :  $2 \times 2$   
=4
- (i) "Efficiency and effectiveness mean the same in strategic management."
- (ii) Telephone-marketing is an instance of direct marketing.
- (b) Elaborate the reasons necessary for the globalization of companies. **3**
10. What does a business process mean ? Under what circumstances this process needs re-engineering ?  $1+6$   
=7
11. (a) 'TOWS Matrix has a wider scope as compared to SWOT analysis.' – **4**  
Explain.
- (b) "To coordinate more complex organizational functions, companies should abandon the simple structure in favour of the functional structure.' Analyse. **3**
12. (a) Explain briefly the key areas in which the strategic planner should concentrate his mind to achieve desired results. **4**
- (b) "Strategies allow organizations to gain competitive advantage from three different bases." Elucidate this statement. **3**

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**P.T.O.**

(6)

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**Marks**

13. Distinguish between the following :

(a) Publicity & sales promotion.

**4**

(b) Shared vision and vision shared.

**3**

14. Write short notes on the following :

(a) Elements considered for situational analysis

**4**

(b) Need for Turnaround strategy

**3**

**OR**

Supply chain management

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