

## Section - A

Q. No. 1 is compulsory.  
Attempt any **five** questions from the rest.

**1. Answer all the following questions in brief:**

- (a) What is importance of Address Bus on a Mother Board?
  - (b) Explain the difference between 'Static RAM' and Dynamic RAM'.
  - (c) What do you mean by Partitioned or Distributed Database?
  - (d) Describe the functions of layers in TCP/IP Protocol.
  - (e) What is the difference between off-line and Real time data warehouse?
- [5×2=10]**

- 2.**
- (a) Explain Bluetooth Technology.
  - (b) Discuss the various attributes of LAN.
- [2×4=8]**

- 3.**
- (a) What tools are available to protect the Information in Network against intrusion or Misuse? Discuss.
  - (b) Explain various features offered by E – mail.
- [2×4=8]**

- 4.**
- (a) Explain various data transmission techniques used in a computer network.
  - (b) Disadvantages of database management system
- [2×4=8]**

- 5.** Draw a program flow chart to find the sum of first 50 odd numbers.
- [8 marks]**

- 6.**
- (a) Explain the functions of Communication Software.
  - (b) Describe important functions of an Operating System.
- [2×4=8]**

**7. Answer any four questions :**

- (a) What is URL? Explain its format with suitable example.
  - (b) Explain the Meaning of Web Casting.
  - (c) What is Program Debugging? Explain it briefly.
  - (d) Write the features of Synchronous Transmission.
  - (e) Explain the Concept of Object Oriented Programming.
- [4×2=8]**

## **Section - B**

Q. No. 8 is compulsory.  
Attempt any **five** questions from the rest.

**Q. 8. (A) State with reasons which of the following statement is correct/incorrect. (Any three)**

- (A) The basic objective of a business enterprise is to monitor the environment.
- (B) The first step of strategy formulation in strategic management model is to undertake internal analysis.
- (C) Strategic management is not needed in non-profit organization.
- (D) Industry is a grouping of dissimilar firms. **(3 × 3 = 9)**

**(B) Briefly answer of the following:**

- (A) Liquidation strategy.
- (B) Conglomerate diversification. **(2 × 3 = 6)**

**9. Write short notes on the following :**

- (a) Network Structure.
- (b) Elements of Marketing Mix. **(3+4 = 7)**

**10. Briefly answer of the following questions :**

- (a) In BCG Matrix for what the metaphors like star, cash cow, and dog are used?
- (b) Difference between strategy formulation and strategy implementation. **(3+4 = 7)**

**11.**

- (a) What do you understand by 'Strategy'? Explain the four generic strategies as discussed by glueck and jauch.
- (b) Why do firms go Global? **(3+4 = 7)**

**12.** “The growing use of the internet by businesses and consumers is changing the competitive scenario.” Identify the characteristics of the E – commerce environment doing so.

**(7 marks)**

**Q.13.** What is competitive environment? Discuss the five forces driving industry competition as given by porter and discuss strategic alternatives with reference to Michael porter’s strategies.

**(1 + 3 + 3 = 7)**

**Q.14.** Discuss the strategic role of human resource management.

**(7 marks)**