

PCC NOV 07
INFORMATION TECHNOLOGY & STRATEGIC MANAGEMENT
Attempt all Questions

SECTION : A

(a) Describe briefly the following terms:

(i) Server

(ii) Data Bus

(iii) Dumb Terminal

(iv) WORM Disk

(v) Repeaters.

(5X1=5 marks)

(b) Explain each of the following

(i) Subroutine

(ii) PROM

(iii) Web casting

(iv) Assembler

(v) Data transformation.

(5X 1=5 marks)

2. Answer any two of the following:

(a) Describe salient features of Hierarchical Database structure.

(b) Explain value added services being offered by a Data Centre.

(c) What is Supply Chain Management? Discuss the potential problems which can be addressed through supply chain management.
(2X5=10 marks)

3. (a) Explain the various components of a Decision Support system. (4 marks)

(b) Describe the factors which have contributed to the growth of Local Area Network. (6 marks)

4. An electric supply company charges the following rates from its consumers:

No.of unit consumed	Charges/unit (Rs.)
For the first 200 units	2.50
For the next 300 units	3.50
Over 500 units	5.00

Computer database of the company has the following information:

- Consumer Name
- Address
- Unit consumed
- Bill date
- Payment date

If the consumer pay his bill within 15 days from the bill date, 10% discount is given. If he makes the payment after 15 days from the bill date, 5% surcharge is levied. Draw a Flow chart to calculate the net amount of the bill for each consumer and print it.
(10 marks)

5. Write short notes on the following:

(i) TCP/IP

(ii) Intranet.

(2X5=10

marks)

SECTION : B

Attempt all questions

1) State with reasons which of the following statements is correct / incorrect (attempt any **three**):

- Environmental constituents exists in isolation and do not interact with each other.
- Tele – shopping is an instance of direct marketing.
- A core – competence is a unique opportunity of an organization not shared by other.
- Acquisition is a strategy.
- Strategy follows structure.

(3 X 2 = 6

Marks)

2) Briefly answer any **two** of the following:

- Define T.Q.M.
- What is meant by concentric diversification?
- Explain the term star in the context of BCG matrix.

(2 X 2 = 4

Marks)

3) What is Strategic Management? What benefits accrue by following a strategic approach to managing?

(5 + 5 = 10

Marks)

4) What is meant by Functional strategies? In term of level where will you put them? Are functional strategies really important for business?

(4 + 2 + 4 = 10

Marks)

5) Read the following case and answer the questions at the end:

Dr. Sukumar inherited his father's Dey's Lab in Lab in Delhi in 1995. Till 2002, he owned 4 labs in the National Capital Region (NCR). His ambition was to turn it into a National chain. The number increased to 7 in 2003 across the country, including the acquisition of Platinum lab in Mumbai. The number is likely to go to 50 within 2 – 3 years from 21 at present. Infusion of Rs.28 crores for a 26% stake by Pharma Capital has its growth strategy.

The lab with a revenue of Rs.75 crores is among top three Pathological labs in India with Atlantic (Rs.77 crores) and Pacific (Rs.55 crores). Yet its market share is only 2% of Rs.3,500 crores market. The top 3 firms command only 6% as against 40 – 45% by their counterparts in the USA.

There are about 20,000 to 1,00,000 stand alone labs engaged in routine pathological business in India, with no system of mandatory licensing and registration. That is why Dr. Sukumar has not gone for acquisition or joint ventures. He does not find many existing laboratories meeting quality standards. His six labs have been accredited nationally whereon many large hospitals have not thought of accreditation. The College of American Pathologists accreditation of Dey's lab would help it to reach clients outside India.

In Dey's Lab, the bio-chemistry and blood testing equipments are sanitized every day. The bar coding and automated registration of patients do not allow any identity mix-ups. Even routine tests are conducted with highly sophisticated systems. Technical expertise enables them to carry out 1650 variety of tests. Same day reports are available for samples reaching by 3 p.m. and by 7 a.m. next day for samples from 500 collection centres located across the country. Their technicians work round the clock, unlike competitors. Home services for collection and reporting is also available.

There is a huge unutilized capacity. Now it is trying to top other segments. 20% of its total business comes through its main laboratory which acts as a reference lab for many leading hospitals. New mega labs are being built to encash preclinical and multi – centre clinical trials questions.

- (i) What do you understand by the term Vision? What is the difference between 'Vision' and 'Mission'?
What vision Dr. Sukumar has at the time of inheritance of Dey's lab? Has it been achieved?
(2 + 2 + 2 + 8 = Marks)
- (ii) For growth what business strategy has been adopted by Dr. Sukumar? **(2 Marks)**
- (iii) What is the marketing strategy of Dr. Sukumar to overtake its competitors? **(6 Marks)**
- (iv) In your opinion what could be the biggest weakness in Dr. Sukumar's business strategy? **(4 Marks)**

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