



# GL BAJAJ

Institute of Management & Research

Approved by A.I.C.T.E., Ministry of HRD, Govt. of India

Roll No.....

Plot No. 2, Knowledge Park-III, Greater Noida (U.P.) – 201306

POST GRADUATE DIPLOMA IN MANAGEMENT (2017-19)  
SUPPLEMENTARY EXAMINATION (TERM-I)

Subject Name ITM

Time: 02.00 hrs

Sub. Code PG05

Max Marks: 100

**Note:**

1. Writing anything except Roll Number on question paper will be deemed as an act of indulging in unfair means and action shall be taken as per rules.
2. All questions are compulsory in Section A, B & C. Section a carries 2 Case Studies, 20 marks each. Section B carries 2 questions of 20 marks each and Section C carries 5 questions 4 marks each.

**SECTION A**

**20×02 = 40 Marks**

**Case Study:**

India third worst hit nation by ransomware Wannacry

India was the third worst hit nation by ransomware WannaCry as more than 40,000 computers were affected even though no major corporate or bank reported disruption to their activities rising doubts whether these entities are disclosing attack at all. Corporate world was back on its feet across the globe after more than 2 lakh computers were affected by the virus and the follow-up attack did not materialise as feared. Experts opined that there is a lack of transparency in India, in spite of a mandatory requirement for banks and listed companies to disclose cyber-attack, however, very few banks and companies do that. Global anti-virus developer and provider, Kaspersky Lab has stated in its our research that a large percentage of attacks globally by WannaCry happened in India and the country was third on the total number of attacks.

As the name suggests, it's the blocking or encrypting of one's files and then being asked for a ransom to decrypt those locked files. It has attacked a few big countries and created havoc by targeting sensitive industries like healthcare. WannaCry ransomware which affected operations at the US health care system and French car maker Renault, appears to have had less impact on corporate India's operations. Although there were fears that India's antiquated systems may be vulnerable, the damage so far appears to be negligible. But absence of major hit does not mean that all the systems are safe from future attacks.

The biggest threat with 'Wannacry' is that it's more than just a ransomware; it can also be classified as a worm. Being a worm, the ransomware has the ability to spread to different systems running on the same LAN network or even spread through emails.

**Q. 1: What can be the best way to store enterprise data other than physical storage to ensure security?**



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Case Study:

The Government of India is finalizing a policy which is aimed at keeping a hawk's eye vigil on the social media to check if it is being "misused" to conspire against India and spread anti-national propaganda. Meetings have been held among representatives of central security agencies and the home ministry to discuss various issues related to it.

At present, there is only a set of "do's and don'ts" for the social media which needs to be graduated to a full-fledged guidelines that should be adopted on such a network.

**Q. 2: As a young manager, outline the Dos and Don'ts which you may incorporate as part of your social media policy for responsible use of Facebook, Instagram and Twitter to ensure there is no negative repercussion on the company's image.**

## SECTION B

20×02 = 40 Marks

**Q. 3: Script your own web page using HTML tags, with the following feature:**

- Add a suitable title
- The webpage colour should be yellow and font colour should be red; the font face should be Verdana.
- Insert your own picture
- The webpage should have 2 paragraphs and at least 2 headings
- Insert appropriate breaks wherever required

**Q. 4: What are the different tools of Business Intelligence (BI) Systems that you can use to conduct a Market Survey for launching a new product?**

## SECTION C

05×05 = 20 Marks

**Q. 5 (A): Using the Slide Master and Slide Sorter views of Microsoft Power Point, what changes can be effectively made in a presentation?**

**Q. 5 (B): How can we use Nested IF() function in Microsoft Excel? Illustrate with a relevant example.**

**Q. 5 (C): What are the different types of User Accounts in Windows Operating System? How can they be used to ensure security of the user data?**

**Q. 5 (D): In an online payment using a bank debit/credit card, which entity is termed as an acquirer and why?**

**Q. 5 (E): What are some of the disadvantages of the growing network of Internet of Things for Multi-National Companies?**