

MAY 2019

**P/ID 77553/
PMBP1/PMS01/
MBNP1/MBS01**

Time : Three hours

Maximum : 100 marks

PART A — (5× 6 = 30 marks)

Answer any FIVE questions.

1. What are the functions of supply chain?
2. What is supply chain strategies? Explain briefly.
3. Explain the role of transportation drivers in supply chain.
4. What are the information needed for an aggregate planning?
5. What are the components of safety inventory?
6. Explain the term 'trade – off' in transportation design.
7. Write short note on e-scm.
8. What is vendor score card?

PART B — (5 × 10 = 50 marks)

Answer any FIVE questions.

9. Explain the impact of supply chain decisions on success of firm.
10. Discuss the overview of network design in uncertain environment.
11. Enumerate the problems of managing cycle inventory.
12. Discuss the various types of aggregate planning strategy.
13. What are the factors influencing supply chain network decisions?
14. What are the techniques of rating the suppliers of suppliers?
15. Discuss the methods involved in internal SCM.
16. Discuss the recent trends in supply chain management.

PART C — (1 × 20 = 20 marks)

Compulsory

17. List some of the SCM companies in India and discuss in what ways it improves the commerce of our country.
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MAY 2019

**P/ID 77557/
PMBN1/PMSN1/
MBNN1/MBSN1**

Time : Three hours

Maximum : 100 marks

PART A — (5 × 6 = 30 marks)

Answer any FIVE questions.

1. What are the types of letters of credit.
2. State the features of Cargo insurance.
3. Mention the procedure for availing export incentives.
4. List out the Thrust products in India's foreign trade.
5. What are the important procedures involved in the shipment of export cargo by air?
6. What items are exempt from sales tax?
7. State the role of export processing zones.
8. Write short notes on open policy?

PART B — (5 × 10 = 50 marks)

Answer any FIVE questions.

9. Enumerate the procedure for processing export order?
10. Explain the procedure and documentation for availing export incentives.
11. Write export related documents required for Air and sea transportation.
12. Explain the procedure for Cargo Insurance?
13. Explain the functions of export promotion council?
14. Discuss the role and functions of the Directorate of commercial intelligence and statistics.
15. Discuss the significance of “Export promotion Capital goods” Scheme.
16. Discuss about the different categories of export.

PART C — (1 × 20 = 20 marks)

Compulsory

17. Evaluate the merits and demerits of the export management and documentation procedures of India?

MAY 2019

**P/ID 77561/PMBE1/
PMSE1 /MBNE1/
MBSC1**

Time : Three hours

Maximum : 100 marks

PART A — (5 × 6 = 30 marks)

Answer any FIVE questions.

1. Write notes on Calcutta University Commission (1917-19).
2. Write a brief note on Sargent Report (1944).
3. What suggestions do you render to improve curriculum planning and implementation?
4. Explain the role of state government in promotion of education?
5. Elaborate on “SSA”.
6. Highlight the controversies connected with private universities in India? Suggest a remedy.

7. Explain the principles of Educational Administration.
8. Elaborate the conceptual changes in Educational administration.

PART B — (5 × 10 = 50 marks)

Answer any FIVE questions.

9. Elaborate the report submitted by the Committee on Governance of Universities and Colleges (1969-73).
10. Comment on the importance given to education in five year plans.
11. Discuss in detail educational administration India before and after 1947.
12. Discuss the relevance and practicability of Macaulay's minute on education in today's context.
13. Highlight the outcome of the seminar on Open University and explain its adoption in India.

14. Elaborate the various role of Governments of India in Education.
15. Explain the skills needed for educational administration.
16. Highlight the salient features of HARTOG committee (1928-29) and explain how it is used to shape the Education policy in India.

PART C — (1 × 20 = 20 marks)

Compulsory

17. Describe the status of the Indian education system today and Analyze the impact of compulsory Education bill pertinent to the rural education in India.
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MAY 2019

**P/ID 77565/
PMBT1/PMST1/
MBNT1/MBST1**

Time : Three hours

Maximum : 100 marks

PART A — (5 × 6 = 30 marks)

Answer any FIVE questions

1. Discuss the reasons for the growth of suite hotels in India.
2. Give a brief note on franchising in hotel industry.
3. Discuss the revenue centres in a hotel organization.
4. Discuss the essential measures that a hotel could ensure to provide safety to the guests.
5. Write the do's and don'ts of hotel communication.
6. Write a brief account on recruitment.
7. What do you mean by on-the-job training? Does it suit to hotel industry?
8. Write short note on journal.

PART B — (5 × 10 = 50 marks)

Answer any FIVE questions

9. Discuss the classification of hotels on the basis of ownership.
10. Categorize the front operations service in hotels.
11. Outline the differences between job specification and job description.
12. Enumerate the essential attributes of front office staff.
13. Discuss the various types of training.
14. Describe the internal control procedures for front office operations.
15. Write a detailed account on the significance of telecommunication in hotel industry.
16. Detail the revenue management in hotel industry.

PART C — (1 × 20 = 20 marks)

Compulsory

17. “International tourists are a boon to the Indian economy and ensuring safety is a major challenge encountered in the present context”. Examine the statement and relate to the current period with suitable substantiation.

MAY 2019

**P/ID 77569/PMBH1/
PMSH1/MBNH1/
MBSH1**

Time : Three hours

Maximum : 100 marks

PART A — (5 × 6 = 30 marks)

Answer any FIVE questions.

1. What is demographic transition?
2. Write a note on NUHM.
3. State the features of NHP.
4. What is Primary Health Care?
5. What do you mean by Government Machinery in relation with health care?
6. Brief the social determinants of health.
7. Write the concept of disease.
8. Write a note on UNDP.

PART B — (5 × 10 = 50 marks)

Answer any FIVE questions.

9. Explain the impact of demographics on health.
10. Elaborate the need for National Health Policy.

11. Write a detailed note on health planning on five year plans.
12. Comment on health care system in detail.
13. Elaborate the advantages and disadvantages of corporate hospitals.
14. Write a detailed note on environmental determinants of health.
15. Explain the program and activities of Indian Red Cross Society.
16. State the functions of UNICEF.

PART C — (1 × 20 = 20 marks)

Compulsory.

17. Write an essay on the contributions of voluntary health agencies towards health care in India.

MAY 2019

**P/ID 77574/
PMBA2/PMSA2/
MBNA2/MBSA2**

Time : Three hours

Maximum : 100 marks

PART A — (5 × 6 = 30 marks)

Answer any FIVE questions.

1. Discuss the various principles of fashion.
2. Discuss the various Demographic factors affect fashion.
3. Discuss the scope of fashion business at primary level.
4. Explain about fashion focus on children apparel.
5. Explain the steps involved in fashion forecasting for men's apparel.
6. Give an account of different types of target customer in fashion merchandising.
7. Explain Asian-Indian fashion industry in detail.
8. What are the criteria of good fashion shows?

PART B — (5 × 10 = 50 marks)

Answer any FIVE questions.

9. Explain various theories of fashion adoption.
10. Discuss about the manufacturer's role in fashion merchandising.
11. Discuss various merchandising and marketing activities involved in children apparels.
12. Give an account of various Men's apparels accessories.
13. How will you select and design a merchandise store? Explain.
14. Discuss different types of retailing policies in fashion merchandising.
15. Discuss the pros and cons of organising a fashion show.
16. Make a comparison between American and Indian fashion designers.

PART C — (1 × 20 = 20 marks)

Compulsory

17. Are designers clothing price unethically high when you consider that a significant part of the world lives below the poverty line? Explain.

MAY 2019

**P/ID 77574/
PMBA2/PMSA2/
MBNA2/MBSA2**

Time : Three hours

Maximum : 100 marks

PART A — (5 × 6 = 30 marks)

Answer any FIVE questions.

1. Discuss the various principles of fashion.
2. Discuss the various Demographic factors affect fashion.
3. Discuss the scope of fashion business at primary level.
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PART C — (1 × 20 = 20 marks)

Compulsory

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MAY 2019

**P/ID 77576/PMBA4/
PMSA4/MBNA4/
MBSA4**

Time : Three hours

Maximum : 100 marks

PART A — (5 × 6 = 30 marks)

Answer any FIVE questions.

1. What are the objectives of production system?
2. What are the features of modular production system?
3. What are the functions of production planning?
4. Write short note on section systems.
5. List out the tools used for measurement of productivity?
6. State the importance of product layout.
7. Write short note on line balancing.
8. What is ergonomics?

PART B — (5 × 10 = 50 marks)

Answer any FIVE questions.

9. Describe the methods of scheduling apparel production system.
10. Describe the factors that affect the apparel production.

11. Write a detailed note on capacity requirement planning (CRP).
12. Discuss various Quantitative and qualitative analysis of production.
13. Describe the various types of production system.
14. Describe the methodology adopted in productivity analysis survey for the garment industry.
15. Explain the roles of industrial engineer in apparel industry.
16. Describe the work measurement techniques used in garment industry.

PART C — (1 × 20 = 20 marks)

Compulsory

17. Discuss the industrial engineering process and operations management functions apparel industry.

MAY 2019

**P/ID 77585/PMBG1/
PMSP1/MBSP1**

Time : Three hours

Maximum : 100 marks

PART A — (5 × 6 = 30 marks)

Answer any FIVE questions.

1. Explain the characteristics of specialised port operations.
2. Write a short note on “Drug bulk and liquid trades”.
3. What are the equipment used in cargo handling operations? Explain.
4. List down the features of Quay transfer operations.
5. Explain the features of Marine Terminal.
6. Briefly explain the emergency contingencies towards terminal security.
7. What are the challenges of port development? Explain.
8. Briefly explain profit avenues available to the port owners.

PART B — (5 × 10 = 50 marks)

Answer any FIVE questions.

9. What are the different types of ports? Explain.
10. Discuss the Import and Export procedures in detail.
11. Explain the key determinants of port choices in detail.
12. Explain the management of cargo handling operations in detail.
13. Discuss the potential functions of Marine terminal.
14. What are the factors must be considered to a terminal design? Explain.
15. What are the technical developments affecting the ports? Explain.
16. Explain the acts governing the ports in India in detail.

PART C — (1 × 20 = 20 marks)

Compulsory

17. Discuss the followings:
- (a) Framework for port reformation
 - (b) Berth size and layout determinants.
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MAY 2019

**P/ID 77608/
PBE1K/PBEXK**

Time : Three hours

Maximum : 100 marks

PART A — (5 × 6 = 30 marks)

Answer any FIVE questions.

1. Explain the objectives of Human Resource Management.
2. Describe the scope of human resource policies.
3. What are the drawbacks of campus selection method?
4. What are the various selection instruments available in selection of employees?
5. What are the merits of critical incident method?
6. Explain why rewards and incentives are needed.
7. What are the consequences of work stress?
8. What are the advantages of flexible working hours?

PART B — (5 × 10 = 50 marks)

Answer any FIVE questions.

9. How is HR forecast is made? What are the techniques involved?
10. Explain the broad classification of selection test.
11. Discuss the different techniques of job evaluation.
12. Compare and contrast between individual and group incentives.
13. What are the factors affecting the wage and salary level?
14. Suggest an ideal induction procedure for sales executives in an electronic organisation.
15. Explain the various statutory fringe benefits in India.
16. What do you mean by human resource records? What are the essentials of good report?

PART C — (1 × 20 = 20 marks)

Compulsory

17. Many managers describe performance appraisal as the responsibility which they like the least. Why is this so? What could be done to improve the perception.

MAY 2019

**P/ID 77714/MBN1C
MBS1C**

Time : Three hours

Maximum : 100 marks

PART A — (10 × 3 = 30 marks)

Answer any TEN questions.

Write a note on the following.

1. Demand distinctions
2. Marginal cost
3. Price discrimination
4. Competitive equilibrium
5. Deferred expenses
6. Pay-back method
7. Scale of Production
8. Imperfect market
9. Product line pricing
10. Per capita Income
11. Intangible assets
12. Break even point

PART B — (5 × 6 = 30 marks)

Answer any FIVE questions.

13. State the importance of National Income analysis.
14. What is capital Budgeting? Explain with some examples.
15. Critically examine price as a weapon of competition.
16. What are the advantages and limitations of marginal pricing?
17. The demand curve under oligopoly is indeterminate – Explain.
18. Distinguish between individual equilibrium and group equilibrium.
19. All direct costs are variable and all indirect costs are fixed – Do you agree?
20. State the purpose of Forecasting both in the Short term and Long term.

PART C — (2 × 20 = 40 marks)

Answer any TWO questions.

21. Discuss the techniques of forecasting demand and point out their merits and limitations.
22. Write an essay on nature and scope of managerial economics.

23. Define price elasticity of demand and distinguish between its various types. Discuss the role of price elasticity of demand in business decisions.
 24. Discuss in detail the role of costs, demand and competition in pricing.
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MAY 2019

**P/ID 77720/
MBN2E/MBS2E**

Time : Three hours

Maximum : 100 marks

PART A — (10 × 3 = 30 marks)

Answer any TEN questions

Write short notes on:

1. Characteristics of business.
2. Ministry of commerce.
3. Business environment.
4. Importance of small business.
5. Statutory companies.
6. Features of company organization.
7. Limitation of sole trader.
8. Type of companies.
9. Effectiveness of board of directors.
10. Managing agency system.
11. Mutual rights.
12. Company law board.

PART B — (5 × 6 = 30 marks)

Answer any FIVE questions.

13. Explain the business system and describe its various characteristics.
14. What are the considerations for choice suitable form of business organization?
15. Explain the division business industry and commerce
16. Explain the types of partners.
17. Discuss the basic considerations in setting up new business enterprises.
18. What are the roles of the board of directors?
19. Difference between sole proprietorship, partnership and joint stock company.
20. What are the business system and economic systems?

PART C — (2 × 20 = 40 marks)

Answer any TWO questions.

21. What do you mean by incorporation? discuss the procedure for incorporation of a joint stock company.
 22. Discuss the characteristics of Business.
 23. What is partnership deed? Explain in brief the right duties and responsibilities of partnership.
 24. Describe the pattern and problems of company management and democratization of company management.
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MAY 2019

**P/ID 77723/MBN3B/
MBS3B**

Time : Three hours

Maximum : 100 marks

PART A — (10 × 3 = 30 marks)

Answer any TEN questions.

Write short notes on the following terms given below.

1. Marketing Management
2. Marketing concept
3. Industrial goods
4. Buying Motives
5. Sales forecasting
6. Targeting
7. Product life cycle
8. Branding
9. Marketing Channels
10. Procedures
11. Sales promotion
12. Advertising

PART B — (5 × 6 = 30 marks)

Answer any FIVE questions

13. What are the major characteristics of traditional and modern marketing concepts?
14. What are the various environmental factors affecting the marketing function?
15. Different between selling and marketing.
16. Explain the various stages of market segmentation.
17. What are the various methods of controlling salesman?
18. Evaluate the importance of pricing in a marketing programme.
19. Describe the various types of marketing channels.
20. What are the advantages of an in-house public relation departments?

PART C — (2 × 20 = 40 marks)

Answer any TWO questions.

21. Explain the concept of “Product life Cycle”. What is its utility in product planning? Or sketch a typical product life cycle curve and discuss its various stages.

22. Explain the advantages of advertising to manufacturer, trader and consumers.
23. What is distribution management? Discuss the significance of distributions in marketing – mix.
24. Define sales promotions, Explain the merits and de–merits of some sales promotion techniques.

MAY 2019

**P/ID 77725/MBN3D/
MBS3D**

Time : Three hours

Maximum : 100 marks

SECTION A — (10 × 3 = 30 marks)

Answer any TEN questions.

Write short note on the following.

1. Personnel Administration
2. Sources of Recruitment
3. Patterned Interview
4. Causes of Demotion
5. Goal setting
6. Importance of motivation
7. Career development
8. Trade Union
9. The Bedeaux point plan
10. Adjudication
11. Collective Bargaining
12. Absenteeism.

SECTION B — (5 × 6 = 30 marks)

Answer any FIVE questions.

13. Outline and explain the functions of Personnel management.
14. State the advantages and disadvantages of internal and external sources of recruitment.
15. What is induction? Explain its importance.
16. What are the issues involved in evaluation system? Explain.
17. Define morale. In what ways can managers build morale of their employees?
18. State and explain the various types of disputes.
19. Explain how trade union objectives are achieved.
20. Suggest and explain some statistical measurement ratios useful to HR Audit.

SECTION C — (2 × 20 = 40 marks)

Answer any TWO questions.

21. Explain the steps involved in Human resource planning.
22. Differentiate between recruitment and selection. Explain the process of selection.

23. What is transfer? Explain its purpose.
 24. Discuss the benefits and scope of Human Resource Audit.
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MAY 2019

**P/ID 77727/MBN3F/
MBS3F**

Time : Three hours

Maximum : 100 marks

PART A — (10 × 3 = 30 marks)

Answer any TEN questions

1. What are the functions of a central bank?
2. What are the functions of commercial banks?
3. Explain the duties of collecting banker.
4. What are the importance of financial services?
5. State the significance of leasing.
6. What are the various kinds of endorsements?
7. Define factoring.
8. What are the various methods of venture capital financing?
9. In what circumstances can a banker dishonour cheques of a customer?

10. What are the different types of lending?
11. State the principles of sound lending.
12. Write short note on 'ombudsman'.

PART B — (5× 6= 30 marks)

Answer any FIVE questions

13. Explain the highlights of the Banking Regulation Act 1949.
14. What steps a banker should take to open an account of a customer?
15. Discuss the lending functions of banks.
16. Explain the SEBI guidelines relating to issue management.
17. What are the various methods of interest calculation in hire purchase?
18. What is debit card? Explain the merits and demerits of debit card to various parties.

19. Explain the consequences of wrongful dishonour.
20. Discuss the statutory protection available to a collecting banker.

PART C — (2 × 20 = 40 marks)

Answer any TWO questions

21. Discuss the role of financial system in the development of Indian economy.
 22. What are the advantages of credit rating to investors and rated companies? Explain.
 23. Discuss the mechanism of factoring. Explain the functions of factoring.
 24. Trace the origin and growth of venture capital in India.
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MAY 2019

P/ID 77802/PMBSG

Time : Three hours

Maximum : 100 marks

PART A — (5 × 6 = 30 marks)

Answer any FIVE questions.

1. Briefly discuss the principles of effective communication.
2. State the importance of structure in letter writing.
3. What are the various communications made after the interview? Explain.
4. Explain why 'objectives' are important in curriculum vital.
5. List out the significance of "Executive Summary" in report writing.
6. Draft a layout for "Minutes of Meeting".
7. Explain the role of posture's in public speaking.
8. What are the modern office techniques used in Business communication? Explain.

PART B — (5 × 10 = 50 marks)

Answer any FIVE questions.

9. On the basis of media, What are the classifications of communication? Explain.
10. What features will you include in a sales letter to make it persuasive? Explain.
11. Draft a circular letter to the employees informing them of new timings and new offerings.
12. Draft a 'offer letter' for newly recruited management trainee.
13. Write a report by the works manager of a company to his directors about the five accident occurred in the factory.
14. Discuss the do's and don't s in group discussion.
15. Explain how 'Anxiety' affects public speaking.
16. Discuss the applications of 'AVA' in Non-verbal communication.

PART C — (1 × 20 = 20 marks)

Compulsory

17. Draft the minutes of twenty-eighth annual general meeting of XYZ Ltd., Chennai assumed usual transactions.

MAY 2019

P/ID 77809/PMSN2

Time : Three hours

Maximum : 100 marks

PART A — (5 × 6 = 30 marks)

Answer any FIVE questions

1. Define international trade.
2. International monetary system.
3. What are the functions of IMF
4. List four ethical issues in International Business.
5. What are the various pricing strategies in International Business?
6. What are the roles of GATT?
7. What are the factors causing globalization of business?
8. Define performance evaluation system of global business.

PART B — (5 × 10 = 50 marks)

Answer any FIVE questions

9. Discuss the impact of Cultural Environment on International Business with appropriate examples.
10. What do you understand by 'Globalisation'? Explain, with appropriate examples, the major forces that have brought about globalisation in business.
11. "International political features influence international business environment". How and to what extent? Illustrate your answer.
12. What are the features of an effective control mechanism in International business? Explain the techniques of control.
13. Discuss the various challenges in product development.
14. Why do companies engage in international business ? What are the major cultural factors that affect international business? Give suitable illustrations in support of your answer.
15. Discuss the influence of international business environment on promotion.
16. Discuss the role of MNC in India.

PART C — (1 × 20 = 20 marks)

Compulsory

17. “Firms need global orientation even to survive the domestic market” —Elucidate.
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MAY 2019

**P/ID 77817/PMG06/
MBG06**

Time : Three hours

Maximum : 100 marks

PART A — (5 × 6 = 30 marks)

Answer any FIVE questions.

1. Explain the various compensation dimensions.
2. Explain methods of wage payment.
3. Define Job Analysis and its steps.
4. Explain management by objective.
5. List out importance of performance appraisal.
6. Explain theories of wages.
7. Write about employee benefits and employee services.
8. Write short notes on
 - (a) Rewards
 - (b) Pay structure

PART B — (5 × 10 = 50 marks)

Answer any FIVE questions.

9. Explain the requirements of a sound incentive plan.
10. Write down the principles of salary and wage administration.

11. Discuss the various factors that determine the wage policy of an organisation.
12. Explain executive compensation packages of a large organization.
13. Write about in recent trends in group incentive scheme in India.
14. Describe the importance of collective bargaining in wage fixation.
15. Write a brief note on fringe benefits given to different categories of employees.
16. Explain the process of Job evaluation.

PART C — (1 × 20 = 20 marks)

Compulsory

17. Discuss the need for performance appraisal, and explain various types of appraisal methods suitable for different industries in India.
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MAY 2019

**P/ID 77821/PMG04/
MBG04**

Time : Three hours

Maximum : 100 marks

PART A — (5 × 6 = 30 marks)

Answer any FIVE questions.

1. Write a note on TOGAF.
2. What are the various changes that happen due to the adoption of Governance systems?
3. Discuss on the standards and artifacts that enable better alignment with business plans and standards.
4. Explain the method of monitoring technology changes in business goals.
5. List out the barriers to Strategic alignment and explain.
6. Discuss how IT will deliver value in the changing Technology.
7. Explain the concept of Co-sourcing of IT operations.
8. Discuss on the standardization and economics of scale of IT operations.

PART B — (5 × 10 = 50 marks)

Answer any FIVE questions

9. Describe the evolving IT Governance score card on the lines of balanced score cards.
10. Explain the different frameworks used for IT-Governance with apt examples.
11. Explain the monitoring technology changes and aligning emerging technology implementations to business goals.
12. Describe in detail about the Portfolio, Program and Project management techniques applied to IT investments.
13. What are the impacts of IT risk due to external environmental factors? Explain.
14. Explain the concept of Knowledge of CVE in the IT context.
15. Explain the Risk Management for Good Governance.
16. Discuss in detail about Industry Benchmarking.

PART C — (1 × 20 = 20 marks)

(Compulsory)

17. Case study.

The board of directors of a company decided to initiate a thorough search process to replace its existing CEO. The Company was a leader in the telecommunications industry, offering network equipment and enterprise solutions to a broad range of customers around the world. Since more pressure was faced by the company in the later years, for the improvement of the company, a new CEO has to be recruited. The readers are asked to decide who they would select as the company's new CEO. What are qualities that are expected from the new CEO? Discuss your views.

MAY 2019

P/ID 77951/PMSQ1

Time : Three hours

Maximum : 100 marks

PART A — (5 × 6 = 30 marks)

Answer any FIVE questions.

1. Explain the procedure for valuation of Information Assets.
2. What are the most common computer viruses?
3. Write notes on Honey-pots and honey-nets.
4. Discuss different types of Information security policy.
5. Explain the governance process life cycle.
6. What are the approaches of Information Security?
7. Discuss various Employee code of Ethics.
8. Discuss the merits and demerits of Intellectual Property Rights.

PART B — (5 × 10 = 50 marks)

Answer any FIVE questions.

9. What is Hacking? How can it be prevented?
10. Explain cryptographic control over data-in storage and in Transit.

11. Discuss different types of Information Security Procedures.
12. How will you make a balance between Physical, administrative and technical controls?
13. Give an account of enforcing non-organisational entities to conform to compliance needs.
14. Discuss the emerging Trends in Privacy awareness.
15. Describe the Ethical framework of Information security.
16. Explain why a successful information security program is responsible for both an organisation's general management and IT management.

PART C — (1 × 20 = 20 marks)

Compulsory

17. Has the implementation of networking Technology created more or less risk for businesses that use information Technology? Why? Explain.
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