

SECTION – A

EIS

PART – I (M.C.Q)

**M.C.Q No. 1 to 5 carries 2 marks each**

**M.C.Q No. 6 to 10 carries 1 mark each**

1. Mr. A has a bakery which is running successfully currently. He wants his business to be expanded further through online mode for which he hired a technical person Mr. X who could guide him in adopting to online business. Mr. X is supposed to give a presentation to Mr. A on technological infrastructure requirement for the business. Identify the point which should not form part of his presentation.
  - a. Payment gateway
  - b. Web portal
  - c. Data Interchange
  - d. Type of vendors
  
2. A Bank has updated its existing CBS system to a new version. It found that the new system is not automatically sending monthly Bank Statements to its customers. The same feature was available in the previous system. This error is result of mistake in which step?
  - a. Design
  - b. Planning
  - c. Implementation
  - d. Maintenance
  
3. Mr. Mysterious used to chat on Internet under the name of Ms. Ritu. He also gave her landline telephone number for further chatting. Ms. Ritu was a senior executive of the credit rating information sources of India Ltd. Mr. Mysterious was employed as financial analyst but had been forced to terminate the job earlier. Ritu started receiving mischievous calls. In the light of the given facts, state the liability of Mr. Mysterious within the purview of the Information Technology Act, 2000.
  - a. Punishable for offence related to web defacement
  - b. Punishable for phishing and email scam
  - c. Theft of confidential information
  - d. Harassment via fake public profile on social networking site.



1. In purview of above case, under which legal provision of IT Act, 2000; the management can prove an employee guilty if (s)he intentionally destroys or alters the information residing in a computer resource of a branch?
  - (a) Section 43
  - (b) Section 65
  - (c) Section 66 E
  - (d) Section 66 C
2. Which of the following control shall be implemented in both the branches of ABC bank to suppress the risk of possibility of access to non-relevant data by other departments?
  - (a) Proper training of the users with well documented manuals.
  - (b) Clear defining of change control procedures and holding everyone to them.
  - (c) Back up arrangement needs to be very strong.
  - (d) Access rights need to be defined very carefully and to be given on "Need to know" and "Need to do" basis only.
3. The feature of Internet banking through ABC Banks' website allows ease and convenience to its customers. Which of the following is not the limitation of Internet banking?
  - (a) Difficult for a non-technical person
  - (b) Risk of data theft
  - (c) Written Record not to be maintained
  - (d) Overspending
4. The Top management of cooperative society raised its concern over an issue related to conflict of sharing of common resources in network between its two branches. Select the terminology referring to the above concern.
  - (a) Resilience
  - (b) Contention
  - (c) Bandwidth
  - (d) Routing
5. In both branches of ABC bank, all the fixed asset acquisitions will be recorded as the control objective related to certain risk. Under which category this control objective falls?
  - (a) Configuration general ledger
  - (b) Transaction Fixed asset
  - (c) Master fixed asset
  - (d) Transaction general ledger

## PART – II (Descriptive Questions)

Question No.1 is compulsory and attempt any three out of remaining five questions.

### QUESTION NO.1

- A. Corporate governance is the framework of rules and practices, by which a board of directors ensures accountability, fairness and transparency in a company's relationship with all its stakeholders. List out the rules and procedures that constitute corporate governance framework. **(3 Marks)**
- B. Write any two application areas of Internet of Things (IOT). **(2 Marks)**

### QUESTION NO.2

- A. DEF is a car battery manufacturing company which intends to provide online business to its customers. Briefly explain various components involved in any e-Commerce transaction. **(6 Marks)**
- B. ERP implementation is the difficult task as the organization which is in the process of implementing ERP should keep abreast of latest technological development. Describe the different risks associated with technology while implementing ERP. **(4 Marks)**

### QUESTION NO.3

- A. Draw a Flowchart for the following process:

Leebay is a new e-commerce web site that is setting up business in India. Leebay and their partner bank Paxis have come up with a joint promotion plan for which the following offers are proposed. Customers can either log in through a mobile app or directly from the website:

- (1) If the payment mode chosen is 'Paxis Credit', then a 20% discount is given to the user.
- (2) If the payment mode chosen is 'Paxis Debit', then a 10% discount is given to the user.
- (3) If other payment modes are used, then no discount is given.

Also, to promote the downloads of its new smart phone app, the company has decided to give the following offer:

1. If the purchase mode is ' Mobile App' , then no surcharge is levied on the user.
2. If any other purchase mode is used, then additional 5% surcharge is levied on the user. This surcharge is applied on the bill after all necessary discounts have been applied.

With bill amount, payment mode and purchase mode as inputs, draw a flowchart for the billing procedure for Leebay. **(6 Marks)**

- B. Briefly explain all the stages of Money Laundering and how banks are used in laundering money. **(4 Marks)**

#### QUESTION NO.4

- A. XYZ is an Indian based garment manufacturing company which has implemented ERP (Enterprise Resource Planning). The Material Management (MM) module of ERP is used to manage its daily operations like – import of raw material, its movement related logistics, Supply chain management, warehouse management, production etc. Discuss the overall purchase process for XYZ company covered under MM. **(6 Marks)**
- B. As an IT consultant, advise some tips to an aspiring e-commerce vendor so that his business can be protected from intrusion. **(4 Marks)**

#### QUESTION NO.5

- A. ABC Ltd. is a company which wants to convert their traditional business to online business or e-business. Help its manager to make the list of benefits for any one of the following: **(6 Marks)**
- (i) Individuals
- Or
- (ii) Business
- B. Discuss any two risks and their corresponding controls related to the process of Mortgage involved in Core Banking System. **(4 Marks)**

#### SECTION – B

#### S.M.

#### PART – II (M.C.Q)

#### M.C.Q No. 1 to 15 carries 1 mark each

1. An entrepreneur is one who:
  - (a) Initiates and innovates a new concept.
  - (b) Does not recognize and utilizes opportunities.
  - (c) Does not want to face risks and uncertainties.
  - (d) None of these.
  
2. In Michael Porter's generic strategy \_\_\_\_\_ emphasizes producing standardized products at a very low per unit-cost for consumers who are price sensitive.
  - a. Cheap leadership
  - b. Inferior product leadership
  - c. Cost leadership
  - d. Cost benefit
  
3. A campaign advocating the message of 'save water' is:
  - a. Services Marketing
  - b. Holistic marketing
  - c. Social Marketing
  - d. Direct Marketing

4. \_\_\_\_\_ leadership style may be appropriate in turbulent environment.
  - a. Transactional
  - b. Transformational
  - c. Autocratic
  - d. None of these
  
5. After an earnest attempt to bring in a strategic change in your organization, you the operational head of XYZ Ltd, succeeded but still your organization couldn't achieve the desired competitive position in the market. Out of the following what could be the reason?
  - (a) Strategy Formulation
  - (b) Strategy Model
  - (c) Strategy Implementation
  - (d) Strategy Decision
  
6. Best-cost provider strategy involves providing customers more value for the money by emphasizing:
  - a. Low cost and low quality difference
  - b. Low cost and better quality difference
  - c. High cost and low quality difference
  - d. High cost and better quality difference
  
7. For a new product, an organization may choose:
  - a. Skimming pricing strategy
  - b. Penetration pricing strategy
  - c. Both (a) and (b)
  - d. None of these
  
8. Which of the following are responsible for formulating and developing realistic and attainable strategies?
  - (a) Corporate level and business level managers
  - (b) Corporate level and functional level managers
  - (c) Functional managers and business level managers
  - (d) Corporate level managers, business level managers and functional level managers
  
9. A tool by which management identifies and evaluates the various businesses that make up a company is termed as:
  - (a) Value Chain Analysis
  - (b) Portfolio Analysis
  - (c) Competition Analysis
  - (d) Strategic Analysis

10. Which one is not the element of strategic intent?
- (a) Business model
  - (b) Vision
  - (c) Business definition
  - (d) Business standard
11. A person who searched for business opportunity and starts a new enterprise to make use of that opportunity is called
- a. Employee
  - b. Entrepreneur
  - c. Intrapreneur
  - d. Investor
12. If suppliers are unreliable or too costly, which of these strategies may be appropriate?
- a. Horizontal integration
  - b. Backward integration
  - c. Market penetration
  - d. Forward integration
13. The purpose of strategy evaluation is to:
- a. increase the budget annually
  - b. alert management to problems or potential problems
  - c. make budget changes
  - d. evaluate employees' performance
14. Vertical integration may be beneficial when
- (a) Lower transaction costs and improved coordination are vital and achievable through vertical integration.
  - (b) Flexibility is reduced, providing a more stationary position in the competitive environment.
  - (c) Various segregated specializations will be combined.
  - (d) The minimum efficient scales of two corporations are different.
15. Strategic management can be effectively used by NGOs to:
- a. Use resource effectively
  - b. Raise funds
  - c. Achieve goals
  - d. All the above

## PART – II (Descriptive Questions)

**Question no.2 is compulsory and attempt any three out of remaining four questions.**

### QUESTION NO.2

Kewal Kapadia is the Managing Director of KK industries located in Kanpur. In a review meeting with the head of finance, Kuldeep Khaitan he said that in the first five years of last decade the company grew between 8-10 percent every year, then the growth rate started falling and in previous year the company managed 1 per cent. Kuldeep replied that the company is facing twin issues, one the strategy is not being implemented as planned; and two the results produced by the strategy are not in conformity with the intended goals. There is mismatch between strategy formulation and implementation. Kewal disagreed and stated that he takes personal care in implementing all strategic plans.

You have been hired as a strategy consultant by the KK Industries. Advise way forward for the company to identify problem areas and correct the strategic approaches that have not been effective. **(5 Marks)**

### QUESTION NO.3

- A. How concept of strategic management is useful in Government and medical organizations? Discuss. **(5 Marks)**
- B. What is the purpose of SWOT analysis? Why is it necessary to do a SWOT analysis before selecting a particular strategy for a business organization? **(5 Marks)**

### QUESTION NO.4

- A. What do you mean by financial strategy of an organization? How the worth of a business is evaluated? **(5 Marks)**
- B. What are the elements in strategic intent of organisation? **(5 Marks)**

### QUESTION NO.5

- A. Rahul Sharma is Managing Director of a company which is manufacturing trucks. He is worried about the entry of new businesses. What kind of barriers will help Rahul against such a threat? **(5 Marks)**
- B. Organo is a large supermarket chain. It is considering the purchase of a number of farms that provides Organo with a significant amount of its fresh produce. Organo feels that by purchasing the farms, it will have greater control over its supply chain. Identify and explain the type of diversification opted by Organo? **(5 Marks)**

### QUESTION NO.6

- A. Discuss the leadership role played by the managers in pushing for good strategy execution. **(5 Marks)**
- B. Differentiate between divestment and liquidation strategy. **(5 Marks)**