

SECTION – A: ENTERPRISE INFORMATION SYSTEMS

QUESTION NO.1 (MCQ)

M.C.Q NO 1 to 5 carries 1 mark each

M.C.Q NO 6 to 10 carries 2 marks each

1. Which one of the following represents Operational Processes?
 - (a) Deals with legal compliance
 - (b) Deal with the core business and value chain
 - (c) Deal with core processes and functions within an organization
 - (d) Deals with measuring, monitoring and control activities

2. Which one of the following does not represent a system of Internal Control?
 - (a) Meeting sales targets
 - (b) Safeguarding assets
 - (c) Prevention and detection of fraud and error
 - (d) Completeness of accounting records

3. Extract Transform Load (ETL) is a part of _____.
 - (a) Business Reporting
 - (b) Inventory Accounting
 - (c) Financial Accounting
 - (d) Payroll Accounting

4. Which of these is not an example of Relational Database?
 - (a) Access
 - (b) MySQL
 - (c) Java
 - (d) Oracle

5. Under Data Coding Control, _____ occurs when a digit or character is removed from the end of a code.
 - (a) Transposition Error
 - (b) Substitution Error
 - (c) Addition Error
 - (d) Truncation Error

6. Mr. A visited an e-commerce website and placed an order for a pair of shoes. He made his payment of Rs. 2,000 through credit card and received a confirmation mail on his registered email-id. With respect to e-commerce architecture, which layer of the software is he working on?
 - (a) Database Layer

- (b) Application Layer
 - (c) Presentation Layer
 - (d) Client Layer
7. Which of the following statement is incorrect?
- (a) A Proxy Server is a computer that offers a computer network service to allow clients to make indirect network connections to other network services.
 - (b) The term Information Security refers to ensure Confidentiality, Integrity and Availability of information.
 - (c) Any Application Software has primarily four gateways through which enterprise can control functioning, access and use the various menus and functions of the software
- Configuration, Masters, Transactions and Reports.
 - (d) Section 66-C of Information Technology Act, 2000 provides for the punishment for cheating by personation by using computer resource
8. While doing a concurrent audit in a bank, Mr. X noticed that some changes have been made to advance master data files of the database. He uses an audit technique to identify such suspicious transactions. This technique shall be defined as_____.
- (a) Continuous and Intermittent Simulation (CIS)
 - (b) System Control Audit Review File (SCARF)
 - (c) Audit Hook
 - (d) Integrated Test Facility (ITF)
9. A Bank ABC gave an undertaking to the third party, supplier of goods/ services to pay amount of Rs. 2 crore to him on behalf of a businessman Mr. X; provided the terms and conditions of the undertaking are complied with. This service of banks is known as –
- (a) Issuing letter of Guarantee
 - (b) Issuing letter of Comfort
 - (c) Issuing letter of Credit
 - (d) Issuing letter of Understanding
10. An aspiring CA in his interview was asked to provide correct sequence of the following sub-processes that represent Accounting Process Flow. The sub processes are - (1) Source Document, (2) Financial Statement, (3) Adjustments (4) Ledger, (5) Adjusted Trial Balance, (6) Closing Entries, (7) Journal and (8) Trial Balance. What should be the answer?
- (a) (1)-(2)-(3)-(4)-(5)-(6)-(7)-(8)
 - (b) (4)-(3)-(7)-(6)-(1)-(2)-(8)-(5)
 - (c) (1)-(7)-(4)-(8)-(3)-(5)-(6)-(2)
 - (d) (8)-(5)-(3)-(1)-(2)-(4)-(6)-(7)

Question No. 1 is compulsory.

Attempt any three questions out of remaining four questions.

QUESTION NO.1

- A. Describe Role-Based Access Control (RBAC) mechanism in ERP Systems. **(3 Marks)**
- B. Define the term "Money Laundering". **(2 Marks)**

QUESTION NO.2

- A. You are an IS Auditor undertaking a job of auditing the Information Systems of an ABC Bank. While performing Audit checks, you intend to ensure the placement of Input validation controls placed in the Information System by detecting errors in the transaction data before the data is processed. Determine the three levels of Input Validation Controls. **(6 Marks)**
- B. Discuss any four benefits of Enterprise Risk Management (ERM). **(4 Marks)**

QUESTION NO.3

- A. Though Mobile computing is a versatile and strategic technology that increases information quality and accessibility, however, it has its own limitations. Analyse them. **(6 Marks)**
- B. Mr. A is a System Administrator of the company who must ensure the protection of Operating System used in information system of the company. How can this purpose be achieved? **(4 Marks)**

QUESTION NO.4

- A. Describe the term "Business Reporting" and why do you think there is a need of it in today's world? **(6 Marks)**
- B. Describe the term "Internal Control System"? State its limitations as well. **(4 Marks)**

QUESTION NO.5

(5 MARKS X 2 = 10 MARKS)

- A. Explain the concept of E-Commerce briefly. How can you protect your E-Commerce business from intrusion?
- B. Central database is the main feature of an ERP system. As the complete data is stored at one place, ensuring safety of data and minimizing risk of loss of data is a big challenge. As an IT expert, discuss the risks associated with various aspects of ERP.

SECTION – B: STRATEGIC MANAGEMENT

Question 1 and 2 are compulsory.

Attempt any three questions out of remaining four questions.

QUESTION NO.1 (MCQ)

(15*1 = 15 MARKS)

1. What can be defined as the art and science of formulating, implementing and evaluating cross- functional decisions that enable an organization to achieve its objectives?
 - a. Strategy formulation
 - b. Strategy evaluation
 - c. Strategy implementation
 - d. Strategic management
2. Financial objectives involve all of the following except:
 - a. Growth in revenues
 - b. Larger market share
 - c. Higher dividends
 - d. Greater return on investment
3. An important activity in _____ is taking corrective action.
 - a. Strategy evaluation
 - b. Strategy implementation
 - c. Strategy formulation
 - d. Strategy leadership
4. A firm successfully implementing a differentiation strategy would expect:
 - a. Customers to be sensitive to price increases.
 - b. To charge premium prices.
 - c. Customers to perceive the product as standard.
 - d. To automatically have high levels of power over suppliers.
5. Which of the following is not a phase in Kurt Lewin's Model of Change?
 - a. Changing
 - b. Deep freezing
 - c. Refreezing
 - d. Unfreezing
6. The following are part of Richard Rumelt's criteria for strategy audit, except:
 - a. Adaptation
 - b. Consistency
 - c. Consonance
 - d. Feasibility

7. Strategy helps in:
- Unravelling complexity
 - Reduce uncertainty
 - Relate the goals with the resources.
 - All of Above.
8. Which of the following statement is not true:
- Strategic environment is complex
 - Strategic environment is turbulent.
 - High cost of strategy makes them useless for charitable organization.
 - Public sector units should implement business strategy
9. Which of the following can be used in retrenchment strategy?
- Reducing assets.
 - Operational improvement.
 - Cutting cost.
 - All of the above.
10. Decisions with regards to marketing mix are related to:
- Growth Strategy
 - Business level strategy
 - Functional strategy
 - Corporate decisions
11. Internal _____ are activities in an organization that are performed especially well.
- Opportunities
 - Competencies
 - Strengths
 - Management
12. Anything that a firm does especially well compared to rival firms is referred to as _____.
- Competitive advantage
 - Comparative advantage
 - Opportunity cost
 - Sustainable advantage
13. In evaluating strategies, which one of Rumelt's criteria for evaluating strategies, refers to the need for strategists to examine sets of trends?
- Consistency
 - Consonance
 - Feasibility
 - Advantage

14. 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
15. In strategic management, there are two main styles of leadership. These are transformational and:
- (a) Transparent
 - (b) Transitional
 - (c) Translational
 - (d) Transactional

QUESTION NO.2

Discuss in what conditions rivalry among competitors tends to be cut-throat and profitability of the industry goes down. **(5 Marks)**

QUESTION NO.3

- A. To convert strategic plans into actions and results, a manager must be able to direct organizational change, motivate people, build and strengthen company competencies and competitive capabilities, create a strategy-supportive work climate, and meet or beat performance targets.

Explain the principal aspects of strategy-execution process. **(5 Marks)**

- B. A company manufactures computers that are of low in production cost, competitive price, and quality to their competitor's product. Profits and market share are declining day by day. Shree, a senior executive realizes that drastic strategies have to be created for the survival of a company. After SWOT analysis by assessing the strengths and weaknesses, they come up with the conclusion that they cannot compete in the computers with the competitors. The management directs Shree to act quick and develop a suitable strategic plan.

Discuss the strategy which can be opted by Shree. **(5 Marks)**

QUESTION NO.4

- A. India's luxurious domestic airline *Indijet* in an attempt to retain its leadership in aviation sector has hired J S Dutta as its Chief Executive. Mr Dutta wishes to reorient company to make it a domestic discount carrier. He desires to introduce no frills business model by offering extremely low fares and improve margins by cutting down traditional amenities such as reclining seats and complimentary meals. At the same time setting the stage for a new air revolution, he wishes to brand itself as on-time airlines having proper systems in place and removing

additional and wasteful activities and processes. What steps will you advise to Mr Dutta? **(5 Marks)**

- B. ABC Ltd is a company that has grown eleven times its size in last five years. With the increase in size the company is facing difficulty in managing things. Many a times functional level is not in sync with the corporate level. What will you like to advise to the company and why? **(5 Marks)**

QUESTION NO.5

- A. "Industry and competitive analysis begins with an overview of the industry's dominant economic features." Explain and also narrate the factors to be considered in profiling in industry's economic features. **(5 Marks)**
- B. Strategic management helps an organization to work through changes in environment to gain competitive advantage. In light of statement discuss its benefits. **(5 Marks)**

QUESTION NO.6

- A. Discuss the concept of Multi Divisional Structure. **(5 Marks)**
- B. A web company initially started as an online marketplace for books. From "biggest E - Bookstore," its owners wants to expand into an e commerce platform selling electronic goods. Implementation of this needs additional funds.

What are the different sources of raising funds and their impact on the financial strategy which you as a financial manager will consider? **(5 Marks)**