



CA INTERMEDIATE NOV'19

SUBJECT- EIS AND S.M.

Test Code – CIM 8407

(Date :)

(Marks - 100)

SECTION – A: ENTERPRISE INFORMATION SYSTEMS

Maximum Marks – 50

Division A - Multiple Choice Questions

Total Marks: 15 Marks

Question Nos. 1 to 5 carries 2 marks each.

1. A Bank has updated its existing Corer Banking Systems (CBS) system to a new version. It is 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
2. Mr. X features in an advertisement of an Air conditioner of brand Z where he emphasizes that this Air Conditioner can be all controlled through a mobile. This is perfect example of technology.
 - (a) Cloud Computing
 - (b) Internet of Things (IoT)
 - (c) Artificial Intelligence
 - (d) Bring Your Own Device (BYOD)
3. Auditor of a company finds that management policy of cash expenses limit of Rs. 5,000/- is not being adhered to. There are many violations of the same during the year. Auditor of the company shall report on same under which clause of Companies Act, 2013?
 - (a) 134(4)
 - (b) 143(3)
 - (c) 134(3)
 - (d) 143(4)
4. Bills of Materials (BoM) is an important feature for any ERP software. The sub-system where a BoM is located is _____.
 - (a) Manufacturing
 - (b) Financials

(c) Projects

(d) Human Resource Management

5. A company has purchased a luxury yacht in Monte Carlo from sale of property worth Rs.100/- crores. The sale was executed in cash and money was taken out of India through dubious means. This transaction is a money laundering act by the company. Purchase of luxury yacht is best classified as_____.

(a) Application

(b) Placement

(c) Integration

(d) Layering

Question Nos. 6 to 10 are of 1 mark each.

6. In computer networking, best example of a device working on HALF DUPLEX transmission mode is ____.

(a) Radio

(b) Television

(c) Mobile

(d) Walkie - Talkie

7. In computer network, a vulnerability is best defined as_____.

(a) Risk to system

(b) Weakness of controls

(c) Value of risk

(d) Possible Threat

8. An element that has contributed to e-commerce success is payment gateways. One that does not fall in the definition is_____.

(a) SBI Buddy

(b) HDFC Zapp

(c) Paytm

(d) Cash On Delivery

9. In Core banking Systems, a_____server is a computer that offers a computer network service to allow clients to make indirect network connections to other network services.

(a) ATM

(b) Network

(c) Proxy

(d) Internet Banking

10. Which objective of Business Process Automation (BPA) is achieved using Passwords in Information Systems?

- (a) Confidentiality
- (b) Integrity
- (c) Timeliness
- (d) Availability

Division B - Descriptive Questions

Total Marks: 35 Marks

Question No. 1 is compulsory.

Attempt any three questions out of remaining four questions

QUESTION NO.1

- A. Explain the term "Data Warehouse". **(3 Marks)**
- B. List the key technology components of Core Banking System (CBS). **(2 Marks)**

QUESTION NO.2

- A. As a Database Administrator, you are invited in a Conference to speak on Data Types in front of audience of aspiring CA students. You decide to segment your lecture in two - Master Data & Non- Master Data and identify different types of Master Data in Financial and Accounting systems. Determine the key points of the content of your lecture. **(6 Marks)**
- B. To an individual/user/customer, identify various benefits that (s)he can draw from E-commerce transactions. **(4 Marks)**

QUESTION NO.3

- A. Analyze the statement "The potential benefits of Business Intelligence (BI) programs include accelerating and improving decision making; optimizing internal business processes; increasing operational efficiency; driving new revenues; and gaining competitive advantages over business rivals." Determine its justification. **(6 Marks)**
- B. Recognize the parameters based on which the success of Business Process Automation (BPA) can be evaluated? **(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. The Prime Minister Office of a country X plans to establish specific infrastructure setup with its access shared amongst members of the group constituting of some selected high-profiled dignitaries and officers from different ministries. The objective of the group is to carry out certain assignments related to nation's security and integrity. Which is the most suitable choice of the cloud under Cloud Computing? Discuss its advantages and limitations as well. **(4 Marks)**

QUESTION NO.5

- A. Discuss all the stages of Human Resource (HR) Life Cycle. **(6 Marks)**
- B. Discuss the factors that an IS Auditor need to determine while accessing the records in an access log of an organization. **(4 Marks)**

SECTION – B: STRATEGIC MANAGEMENT

Maximum Marks – 50

Question 1 and 2 are compulsory.

Attempt any three questions out of remaining four questions.

QUESTION NO.1

(15*1 = 15 MARKS)

1. Mission
 - a. is an internally-focused definition of the organization's societal goals
 - b. is a statement of a firms unique purpose and scope of operations
 - c. does not limit the firm by specifying the industry in which the firm intends to compete
 - d. is developed by a firm before the firm develops its strategic intent.
2. Objectives should be:
 - (i) Concrete and specific.
 - (ii) Related to time frame.
 - (iii) Standards for performance appraisal.

Which of the above statements are true:

 - a. (i) & (ii).
 - b. (ii) & (iii).
 - c. (i) & (iii).
 - d. (i), (ii) and (iii).
3. What does Dogs symbolize in BCG matrix?
 - a. Invest
 - b. Harvest
 - c. Build
 - d. Divest

4. Which of these basic questions should a vision statement answer?
 - a. What is our business?
 - b. Who are our competitors?
 - c. Where we are to go?
 - d. Why do we exist?

5. 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.

6. During what stage of strategic management are a firm's specific internal strengths and weaknesses determined?
 - a. Formulation
 - b. Implementation
 - c. Evaluation
 - d. Feedback

7. Acquisition of a company producing readymade garments by a company manufacturing yarn is .
 - a. Horizontal integration
 - b. Horizontal Diversification
 - c. Forward integration
 - d. Backward integration

8. The purpose of logistics management is
 - a. Provide customer satisfaction
 - b. Create automation
 - c. Procure better quality raw material
 - d. Manage inward and outward movement of goods

9. Who is a transformational leader?
 - a. Someone who is involved in organizational change.
 - b. A leader, who provides new ways of carrying out management.
 - c. A leader who inspires the workers to new levels by offering them a vision of a better future.
 - d. A leader who tries to transform their staff by giving them rewards for what they do.

10. Stability strategy is a _____ strategy.
 - a. SBU level
 - b. Corporate level
 - c. Business level
 - d. Functional level

11. What type of organizational structure do most small businesses follow?
 - a. Divisional structure
 - b. Functional structure
 - c. Hour Glass structure
 - d. Matrix structure
12. Which of the following is not part of external analysis:
 - a. Customer segments.
 - b. Organizational constraints.
 - c. Entry barriers.
 - d. Competitors.
13. A core competence is all except?
 - a. Valuable
 - b. Rare
 - c. Impossible to imitate
 - d. Non-substitutable
14. Conglomerate diversification can also be explained as:
 - a. Merger
 - b. Combination strategy
 - c. Related diversification
 - d. Unrelated diversification
15. Michael Porter Generic strategies to gain competitive advantage include all except:
 - a. Cost leadership
 - b. Differentiation
 - c. Focus
 - d. Revenue generation

QUESTION NO.2

'Speed' is a leading retail chain, on account of its ability to operate its business at low costs. The retail chain aims to further strengthen its top position in the retail industry. The Chief executive of the retail chain is of the view that to achieve the goals they should focus on lowering the costs of procurement of products. Highlight and explain the core competence of the retail chain. **(5 Marks)**

QUESTION NO.3

- A. The presence of strategic management cannot counter all hindrances and always achieve success for an organisation. What are the limitations attached to strategic management? **(5 Marks)**
- B. HQ is a service company? Two years back the company hired a reputed management consultant to formulate its strategy. The consultant recommended an aggressive expansion plan. Now in an internal review meeting the company

finds that many of the suggestions are not even fully considered.

Which part of strategic management process is missing in HQ?

(5 Marks)

QUESTION NO.4

- A. Rohit Bhargava is the Managing Director of Smooth and Simple Pvt Ltd. The company established in 2011, with 35 employees grew very fast to become an organisation with 335 employees in the year 2016. With the increase in size Rohit started facing difficulty in managing things. Many a times he finds that personnel at the functional level are not in sync with the strategies of the top. He felt that strategies need to be segregated into viable plans and policies that are compatible with each other and communicated down the line.

Why does Rohit need to segregate the strategies into functional plans? Discuss.

(5 Marks)

- B. Gennex is a company that designs, manufactures and sells computer hardware and software. Gennex is well known for its innovative products that has helped the company to have advantage over its competitors. It also spends on research and development and concerned with innovative softwares. Often the unique features of their product helps them to gain competitive advantage. Gennex using the strategy is consistently gaining its position in the industry over its competitors.

Identify and explain the strategy which Gennex has opted to gain the competitive advantage.

(5 Marks)

QUESTION NO.5

- A. A owner of medium size factory in Aligarh manufacturing hardware consisting handles, hinges, tower bolts and so on has a staff of about 200 in his organisation. One of the leading brand of Hardware seller in India is rebranding and selling the material from his factory. The owner believes in close supervision and takes all major and minor decisions in the organisation.

Do you think the owner should take all decisions himself? What kind of decisions should be taken by person at the level of owner of a medium size factory.

(5 Marks)

- B. Write a short note on Implementation Control.

(5 Marks)

QUESTION NO.6

- A. How Ansoff's Product Market Growth Matrix is a useful tool for business organizations?

(5 Marks)

- B. Distinguish between Logistic Management and Supply Chain Management.

(5 Marks)