

PART – A

SECTION – A

M.C.Q NO. 1 TO 5 carries 2 marks each

M.C.Q NO. 6 TO 10 carries 1 mark each

1. During an audit of financial transactions in an enterprise XYZ, it was found that simple errors of data entry were occurring when two digits that were either individual or part of larger sequence of numbers were reversed when posting a transaction. Which type of error is this?
 - (a) Addition Error
 - (b) Truncation Error
 - (c) Substitution Error
 - (d) Transposition Error

2. While Auditing the Input Controls in an enterprise ABC, which of the following controls will not fall under the purview of Input Controls?
 - (a) Source Document Controls
 - (b) Data Coding Controls
 - (c) Boundary Controls
 - (d) Batch Controls

3. In ABC, financial institution, the authorized officials identified existence of numerous accounts numbers of inactive accounts in their usage data of active customers. Complaint was reported to their IT team. Which type of controls can be exercised by the IT Team in the given case?
 - (a) Corrective Controls
 - (b) Detective Controls
 - (c) Preventive Controls
 - (d) Compensatory Controls

4. 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

5. 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.

6. An organization ABC used to make payment of the salaries to its employees by transferring of funds to their saving accounts. This mode of transfer made by ABC is_____.

- (a) Remittances
- (b) ECS Credit
- (c) ECS Debit
- (d) Deposits

7. Which feature of Operating Systems controls how memory is accessed and also maximizes the memory availability and storage?

- (a) User Interface
- (b) Memory Management
- (c) File Management
- (d) Task Management

8. Under Asynchronous attacks in a telecommunication network systems,_____ involves spying on information being transmitted over communication network.

- (a) Wire-tapping
- (b) Data Leakage
- (c) Subversive attacks
- (d) Piggybacking

9. A store supplies goods only on receipt of advance payment. Once payment is received, an intimation to customer is sent for receipt of payment. This is a good example of _____?

- (a) Supply Chain Management
- (b) Customer Relationship Management
- (c) Order to Cash Cycle
- (d) Enterprise Information System

10. Concurrent Auditor for a bank felt that some changes have been made to advance master data. S/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)

SECTION – B

Question no. 1 is compulsory and attempt any three out of four 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. Describe the term "Business Reporting" and why do you think there is a need of it in today's world? **(6 Marks)**
- B. Differentiate between Internet Banking Channel Server (IBCS) and Internet Banking Application Server (IBAS) used in Core Banking Systems (CBS). **(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. Customer Relationship Management (CRM) is a system which aims at improving relationship with customers. Briefly explain any four key benefits of CRM module of ERP. **(4 Marks)**

QUESTION NO.4

- A. Information Technology (IT) risks can be reduced by implementing the right type and level of control in automated environment that is done by integrated controls into information technology. Being an IT consultant, suggest various steps of IT related control to a branch manager of a bank. **(6 Marks)**
- B. A business organization is planning to increase the accuracy of information transferred and certifies the repeatability of the value-added task performed by the automation of business. Being a management consultant, identify any four major benefits that the organization can achieve through the automation of a business process. **(4 Marks)**

QUESTION NO.5

- A. An Internet connection exposes an organization to the harmful elements of the outside world. Prepare a list of various Network Access Controls by means of which the protection can be achieved against these harmful elements. **(5 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. **(5 Marks)**

PART - B

SECTION – A

M.C.Q NO. 1 TO 10 carries 1 mark each

1. Which section of the SWOT Matrix involves matching internal strengths with external opportunities?
 - (a) The WT cell
 - (b) The SW cell
 - (c) The SO cell
 - (d) The ST cell
2. The concept of 'core competence' has been advocated by-
 - a. Gary Hamel and Peter Drucker
 - b. C.K. Prahalad and Gary Hamel
 - c. C.K. Prahalad and Michael Porter
 - d. C.K. Prahalad and Peter Drucker

3. 'Attractiveness of firms' while conducting industry analysis should be seen in-
 - a. Relative terms
 - b. Absolute terms
 - c. Comparative terms
 - d. All of the above

4. 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

5. Entering into a 'contract' by MNCs is an example of:
 - a. Partial Ownership Alliance
 - b. Joint Venture Alliance
 - c. Non-Equity Alliance
 - d. Joint Ownership Alliance

6. 'Build,' 'Hold,' 'Harvest,' and 'Divest' are the strategies pursued in:
 - a. Boston Consulting Group Growth Share Matrix
 - b. Value chain Analysis
 - c. Managerial Grid Matrix
 - d. Ansoff's Product Matrix Growth Matrix

7. The emphasis on product design is very high, the intensity of competition is low, and the market growth rate is low in the ___stage of the industry life cycle.
 - a. Maturity
 - b. Introduction
 - c. Growth
 - d. Decline

8. 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.

9. An advertisement says, 'Have Roohafza with milk and lassi too'. Which strategy is the company trying to use:
- Market Development
 - Product Development
 - Market Penetration
 - All of the above
10. Which of the following bases of competitive advantage is/are more sustainable:
- Benefit-based competitive advantage
 - Price-based competitive advantage
 - Cost-based competitive advantage
 - All of the above
11. Individual investors are reliant on upon the organisation's managers to
- Maximize short-term returns in the form of dividends.
 - Add value to their investments in a way that the stockholders could not accomplish on their own.
 - Achieve risk reduction at a lower cost than stockholders could obtain on their own.
 - Diversify the stockholder's investments in order to reduce risk.
12. The Niche strategy is the best way to enter a:
- New market
 - Growing market
 - Matured market
 - None of the above
13. Geographical Diversification, Product diversification and Entry Mode are the domains of:
- Functional Strategy
 - Business Strategy
 - Corporate Strategy
 - All of the Above
14. Conglomerate diversification is another name for which of the following?
- Related diversification
 - Unrelated diversification
 - Portfolio diversification
 - Acquisition diversification
15. Financial objectives involve all of the following except:
- Growth in revenues
 - Larger market share
 - Higher dividends
 - Greater return on investment

SECTION – B

Question no. 7 is compulsory and attempt any three out of four questions.

QUESTION NO.7

(5 Marks)

Gautam and Siddhartha two brothers are the owners of a cloth manufacturing unit located in Faridabad. They are doing well and have substantial surplus funds available within the business. They have different approaches regarding corporate strategies to be followed to be more competitive and profitable in future.

Gautam is interested in acquiring another industrial unit located in Faridabad manufacturing stationery items such as permanent markers, notebooks, pencils and pencil sharpeners, envelopes and other office supplies. On the other hand, Siddhartha desires to start another unit to produce readymade garments.

Discuss the nature of corporate strategies being suggested by two brothers and risks involved in it.

QUESTION NO.8

- 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. Discuss the concept of Hourglass Structure.

(5 Marks)

QUESTION NO.9

- A. Strategic Management is not a panacea for all the corporate ills, it has its own pitfalls which can't counter all hindrances and always achieve success'.

Do you agree with this statement? Discuss.

(5 Marks)

- B. A century-old footwear company "Mota Shoes" had an image of being the footwear choice for formal occasions. In an attempt to reinvent its brand, it tied up with a foreign footwear giant "Buffrine" to manufacture and sell its Hideseek brand in the country. Putting its best foot forward, it launched extra soft, casual and relaxed footwear for young. Aiming at a brand and image makeover the "Mota Shoes" decided to price the Hide Seek products at premium.

What kind of Michael Porter business level strategy is being used by "Mota Shoe company"? State its advantages.

(5 Marks)

QUESTION NO.10

- A. Major core competencies are identified in three areas - competitor differentiation, customer value and application to other markets. Discuss. **(5 Marks)**
- B. What are the characteristics which must be possess by objectives, to be meaningful to serve the intended role? **(5 Marks)**

QUESTION NO.11

- A. Discuss the leadership roles played by the managers in pushing for good strategy execution. **(5 Marks)**
- B. Explain the prominent areas where the Human Resource Manager can play a strategic role. **(5 Marks)**