



PART – A

E.I.S.

DIVISON -A

QUESTION NO.1 (M.C.Q)

(15*1 = 15 MARKS)

1. Which of the following is not a category of business process?
 - (a) Accounting Process
 - (b) Operational Process
 - (c) Supporting Process
 - (d) Management Process

2. All of the following are Risk response strategy under ERM except?
 - (a) Avoidance
 - (b) Reduction
 - (c) Management
 - (d) Share

3. If Cash ledger is grouped under Indirect income,_____.
 - (a) It shall be displayed in profit and loss account
 - (b) It shall still be considered in balance sheet as it is a cash ledger
 - (c) Software shall show error message
 - (d) None of above

4. Which of the following about Front End is true?
 - (a) Communicates with user directly
 - (b) Display information to user
 - (c) Communicates with back end
 - (d) All of the above

5. Master Data is created by?
 - (a) Database Administrator
 - (b) User
 - (c) Data Administrator
 - (d) Management

6. Which of the following is not a Corrective Control?
 - (a) Backup Procedure
 - (b) Rerun Procedure
 - (c) Contingency Planning
 - (d) Hash Totals

7. Under Application Controls,_____ maintains the chronology of events that occur either to the database definition or the database itself.
 - (a) Output Controls
 - (b) Input Controls

- (c) Database Controls
 - (d) Processing Controls
8. Which one is not a part of LAN Communication
- a) Ring Topology
 - b) Star Topology
 - c) Bus Topology
 - d) Mesh Topology
9. _____ is not an objective of IS Auditing.
- a) Assets Safeguarding Objectives
 - b) Maintenance Of Privacy
 - c) System Effectiveness Objectives
 - d) Incorrect Decision Making
10. BHIM (Bharat Interface for Money) is an example of _____.
- (a) Mobile App
 - (b) Mobile Hardware
 - (c) Mobile Operating System
 - (d) Mobile Wallet
11. Which among the following is not a threat for BYOD
- a) Application Risk
 - b) Implementation Risk
 - c) Device Risk
 - d) Efficiency Risk
12. Which among the following is not a risk of AI (Artificial Intelligence)
- a) Kill human skills of thinking the unthinkable
 - b) Security Risk
 - c) Incorrect data
 - d) Time Risk
13. Which among the following is not a fund based activity _____
- a) Cash Credit
 - b) Term Loan
 - c) Issue of LC
 - d) Discounting of Bills Of Exchange
14. Which one is not an example of Reports under CBS
- a) Summary of transactions of day
 - b) Daily General Ledger (GL) of day
 - c) Deposit Transaction receipt / payment
 - d) MIS report for each product or service
15. "Timely execution and complete processing and availability of data may not be ensured." – which type of risk
- a) Data Centre and Network Operations
 - b) Application Processing Risk
 - c) Network Management Risk
 - d) Boundary Risk

DIVISON –B

Question No. 1 is compulsory.

Attempt any three questions out of remaining four questions.

QUESTION NO.1

Recognize the differences between Hardware Virtualization and Network Virtualization.
(5 MARKS)

QUESTION NO.2

A. Data Warehouse extracts data from one or more of the organization's databases and loads it into another database for storage and analysis purpose. As a Data Warehouse Manager, determine the design criteria, which should be met while designing Date Warehouse.
(6 MARKS)

B. Explain the term "Mortgage Plan". Also, briefly discuss its different types.

(4 MARKS)

QUESTION NO.3

A. An E-commerce site has the following cash back offers.

- (i) If the purchase mode is via website, an initial discount of 10% is given on the bill amount.
- (ii) If the purchase mode is via phone app, an initial discount of 20% is given on the bill amount.
- (iii) If done via any other purchase mode, the customer is not eligible for any discount. Every purchase eligible to discount is given 10 reward points.
 - i. If the reward points are between 100 and 200 points, the customer is eligible for a further 30% discount on the bill amount after initial discount.
 - ii. If the reward points exceed 200 points, the customer is eligible for a further 40% discount on the bill amount after initial discount.

Taking purchase mode, bill amount and number of purchases as input; draw a flowchart to calculate and display the total reward points and total bill amount payable by the customer after all the discount calculation.
(6 MARKS)

B. Discuss the peculiarities that must be considered while allotting a voucher number to a voucher.
(4 MARKS)

QUESTION NO.4

A. Prepare a list of the constraints that are required to develop Grid Computing Security.
(6 MARKS)

B. A bank PQR has many branches all over India. However, the competent authority intends to bring all the branches together under one umbrella and make it centralized. For that, identify most prominently available Core Banking Software in the market.
(4 MARKS)

QUESTION NO.5

- A. Determine the controls that are classified based on the time when they act, relative to a security incident. **(6 MARKS)**
- B. During a job interview, an interviewer asked Mr. A to list out all the risks and their controls associated with Order-To-Cash (O2C) business process. Prepare an appropriate draft reply. **(4 MARKS)**

PART – B

S.M.

DIVISION -A

QUESTION NO.1 (M.C.Q.)

(15*1 = 15 MARKS)

1. The _____ components of the external environment are considered as major factors leading to _____ for the organization and also creating threats.
- A. Plan and policies, challenges
 - B. Plan and objectives, business environment
 - C. economic and technical, new opportunities
 - D. Leader and challenger, Follower
2. Strategy formulation is a task in which managers can get by with intuition, opinions, instincts, and creative thinking.
- A. Right
 - B. Wrong
 - C. Absolutely Wrong
 - D. Absolutely right and Correct
3. Core competency as the _____ in the organization, especially coordinating diverse production skills and integrating multiple streams of technologies.
- A. Learning
 - B. Planning
 - C. Collective leaving
 - D. Collective learning
4. A Step towards the value chain analysis or distribution channels is called :-
- (a) Forward vertical integration
 - (b) Backward vertical integration
 - (c) Conglomerate Diversification
 - (d) A & B Both
5. A big organization should use:-
- (a) Stability strategy
 - (b) Expansion Strategy
 - (c) Retrenchment
 - (d) Combination Strategy

6. _____ strategy involves providing customer more value for the money by emphasizing low cost and better quality difference.
- Best – cost provider strategy
 - Cost leadership
 - Focused cost leadership
 - Focused differentiation
7. When the technical progress is low & The rate of market growth is moderate, which one is preferable:-
- No Change in Technology
 - Exclusive Outsourcing
 - Acquisition of R & D Firm
 - In house R & D
8. Marketing-Technique is used to reduce the demand for product:-
- Synchro – Marketing
 - De-marketing
 - Place-Marketing
 - Service-Marketing
9. Which is the most complex of all designs because it depends upon both vertical and horizontal flows of authority and communication.
- Divisional structure
 - Hour glass structure
 - A matrix structure
 - A detailed structure
10. An _____ is a person who searched for business opportunity and starts a new enterprise to make use of that opportunity.
- Intrapreneur
 - Entrepreneur
 - Both
 - None of the above
11. _____ refers to the analysis and redesign of workflows and processes both within and between the organizations
- BPR
 - Strategy performance
 - Strategy implementation
 - None of the above
12. _____ concerns the managerial exercise of putting a freshly chosen strategy into action.
- Strategy implementation
 - Strategy Planning
 - Strategy evaluation
 - None of the above

13. _____ is a managerial process of selecting the best course of action out of several alternative courses for the purpose of accomplishment of the organizational goals.
- a) Strategy making
 - b) Decision making
 - c) Execution
 - d) Group discussion
14. Market Penetration is about:-
- (a) Existing Product, Existing Market
 - (b) New Product, New Market
 - (c) New Product, Existing Market
 - (d) Existing Product, New Market
15. A successful _____ strategy usually permeates the entire firm, as evidenced by high efficiency, low overhead, limited perks, intolerance of waste, intensive screening of budget requests, wide spans of control, rewards linked to cost containment, and broad employee participation in cost control efforts.
- a) Cost leadership
 - b) Differentiation
 - c) Both
 - d) None of the above

DIVISION – B

Question No. 1 is compulsory.

Attempt any three questions out of remaining four questions.

QUESTION NO.1

Shoaib and Salim, two brothers are the owners of a cloth manufacturing unit located in Lucknow. They are doing well and have substantial surplus funds available within the business. Shoaib is interested in acquiring another industrial unit located in Lucknow manufacturing tableware such as dinner sets, cups and saucers, bowls. etc. On the other hand, Salim desires to start another unit to produce readymade garments.

Discuss the nature of corporate strategies being suggested by two brothers. Which one is better? (5 MARKS)

QUESTION NO.2

- A. 'Value for Money' 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. Marshal, the CEO 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 'Value for Money' retail chain.

(3 MARKS)

- B. What is the rationale behind Business Process Reengineering (BPR)? What steps would you recommend to implement BPR in an organization? **(7 MARKS)**

QUESTION NO.3

- A. "Evaluating the worth of a business is central to strategy implementation." In the light of this statement, explain the methods that can be used for determining the worth of a business. **(6 MARKS)**
- B. Why a Turnaround Strategy is required for a business? **(4 MARKS)**

QUESTION NO.4

- A. Organizations sustain superior performance over a long period of time, inspite of the rapid changes taking place continually in its competitive environment if they implement strategic management successfully.' Discuss. **(5 MARKS)**
- B. What is a mission statement? State the points that may be considered while writing a mission statement of a company. **(5 MARKS)**

QUESTION NO.5

- A. KaAthens Ltd., a diversified business entity having business operations across the globe. The company leadership has just changed as Mr. D. Bandopadhyay handed over the pedals to his son Aditya Bandopadhyay, due to his poor health. Aditya is a highly educated with an engineering degree from IIT, Delhi. However, being very young he is not clear about his role and responsibilities,
- In your view, what are the responsibilities of Aditya Bandopadhyay as CEO of the company. (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, that are not available with their competitors 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 Porter's generic strategy which Gennex has opted to gain the competitive advantage. (5 MARKS)**