

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

Q. No (s) 6 to 10 are based on the Case Scenario

A Cooperative society in Ghaziabad decides to open a bank named ABC Bank with its two branches located in Noida, Uttar Pradesh. The branches of banks are proposed to be connected to each other and all the processing and transactions being computerized with a centralized database. Further, to avoid manual working and proceed with advance technology, and at the same time to enhance functionality within branch; all the computer systems within all the departments in each branch would have connection-oriented network. The bank proposes to abide by all the regulations and compliance prevailing in India with respect to banking sector.

Mr. A is appointed as an IT - Head to carry out the Feasibility study of the proposed system and submit the report to top management of the Cooperative Society. After the report is submitted to the Top Management, following issues are raised by the management:

- There may be a conflict for some common resources in the network.
- Since the data is centrally located, it may create a possibility of access to non-relevant data by other departments.
- What would happen, if any employee intentionally destroys or alters the information residing in any of computer of any branch?
- Network security related issues between both branches of bank.

Based on the above case scenario, answer the following questions:

6. 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
7. 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.

8. 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
9. 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
10. 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

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. Money laundering is used by anti-social elements to make 'dirty' money appear 'clean' that affects the economy of any country. Discuss the various stages involved in the process of Money Laundering. **(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. Being a manager of a company X, you are required to prepare a MIS report for Annual General Meeting(AGM) of the company. What characteristics will make this information useful for the management. **(5 Marks)**
- B. ABC university wants to conduct online exams for its different courses for which a contract is given to vendor XYZ. The vendor provides computing resources such as processing power, memory, storage, and networks to ABC university users to run their online exam application on-demand. Identify the Service Model of Cloud Computing that vendor XYZ is providing to ABC university and also describe its characteristics. **(5 Marks)**

QUESTION NO.5

- A. In an organization, effective risk management involves identification of high-level risk exposures and their analysis. Discuss all the risk management strategies out of which Senior Management of an organization may choose to adopt any of the risk management strategy based on the analysis of risks. **(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. 'Strategic group mapping' helps in-
- (a) Identifying the strongest rival companies
 - (b) Identifying weakest rival companies
 - (c) Identifying weakest and strongest rival companies
 - (d) None of the above
2. In which phase of strategic management are annual objectives especially important?
- (a) Formulation
 - (b) Control
 - (c) Evaluation
 - (d) Implementation

3. Retrenchment strategy in the organization can be explained as
 - (a) Reducing trenches (gaps) created between individuals.
 - (b) Divesting a major product line or market.
 - (c) Removal of employees from job through the process of reorganization.
 - (d) Removal of employees from job in one business to relocate them in other business.
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. Competitive rivalry has the most effect on the firm's _____ strategies than the firm's other strategies.
 - (a) Business level
 - (b) Corporate level
 - (c) Functional level
 - (d) All of these
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. What is the first step in the comprehensive strategic -management model?
- (a) Developing vision and mission statements
 - (b) Performing external audits
 - (c) Measuring and evaluating performance
 - (d) Establishing long-term objectives
15. 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

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. Rohit Seth in an informal discussion with his friend shared that he has to move very cautiously in his organisation as the decisions taken by him have organisation wide impact and involve large commitments of resources. He also said that his decisions decide the future of his organisation.

Where will you place Rohit Seth in organisational hierarchy? What are the dimensions of the decisions being taken by him? **(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. How can a corporate culture be both strength and weakness of an organisation?

(5 Marks)

- B. What is strategic control? Briefly explain the different types of strategic control?

(5 Marks)

QUESTION NO.6

- A. How Ansoff's Product Market Growth Matrix is a useful tool for business organizations? **(5 Marks)**

- B. State the factors of human resource that influence on employee's competence.

(5 Marks)