

- NOTE : (1) QUESTION PAPER COMPRISES TWO PARTS, PART I AND PART II**
(2) PART I COMPRISES MULTIPLE CHOICE QUESTIONS
(3) PART II COMPRISES QUESTIONS WHICH REQUIRES DESCRIPTIVE TYPE ANSWERS

PART I

SECTION – A: Enterprise Information Systems

1. Which of the following is the correct sequence of Mobile Computing?
- (i) The user enters or access data using the application on handheld computing device.
 - (ii) Now both systems (handheld and site's computer) have the same information and are in sync.
 - (iii) The process work the same way starting from the other direction.
 - (iv) Using one of several connecting technologies, the new data are transmitted from handheld to site's information system where files are updated and the new data are accessible to other system user.
- (a) (i), (ii), (iii), (iv)
 - (b) (iv), (iii), (ii), (i)
 - (c) (i), (ii), (iv), (iii)
 - (d) (i), (iv), (ii), (iii)
- (2 Marks)**
2. _____ implementation involves Extract, Transform, and Load (ETL) procedures in coordination with a data warehouse and then using one or more reporting tools.
- (a) Business Reporting
 - (b) Inventory Accounting
 - (c) Financial Accounting
 - (d) Payroll Accounting
- (2 Marks)**
3. In a Three-Tier Architecture, name the layer that is responsible for receiving the inputs for the users and perform certain validations.
- (a) Application Layer
 - (b) Database Layer
 - (c) Operating System Layer

(d) Network Layer

(2 Marks)

4. Which of the following is an application control?

- (a) Configuring system software
- (b) Setting parameters in masters
- (c) Transaction Logging
- (d) Back up of data

(2 Marks)

5. A huge oil spill from an oil well run by British Petroleum, one of largest oil companies in world, resulted in an assessed environmental damage of about USD 20 Billion. The company expended an amount of USD 2 Billion on promotional ads informing the world that it is an environmentally friendly company. The promotional ads were done to prevent company from which damage?

- (a) Strategic
- (b) Operational
- (c) Financial
- (d) Reputational

(2 Marks)

6. Which of the following is not a benefit of documentation of Business Process Automation implementation?

- (a) Clarity on the process
- (b) To find the bottlenecks
- (c) Identify the source of inefficiency
- (d) Design new policy format

(1 Marks)

7. Which of the following best defines a risk?

- (a) Undesired events are prevented
- (b) Inherent vulnerabilities are identified
- (c) Physical threats are documented
- (d) Threat exploits vulnerability

(1 Marks)

8. 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

(1 Marks)

9. In two-tier architecture, _____ is an interface that allows user to interact with the e-commerce / m-commerce vendor.

- (a) Presentation Tier
- (b) Database Tier
- (c) Physical Tier
- (d) Application Tier

(1 Marks)

10. In computer networks, _____ refers to the ability of a network to recover from any kind of error like connection failure, loss of data etc.

- (a) Routing
- (b) Resilience
- (c) Contention
- (d) Bandwidth

(1 Marks)

SECTION – B: STRATEGIC MANAGEMENT

1. Read the following three statements:

- (i) Strategies have short-range implications.
- (ii) Strategies are action oriented.
- (iii) Strategies are rigidly defined.

From the combinations given below select an alternative that represent statements that are true:

- (a) (i) and (ii)
- (b) (i) and (iii)
- (c) (ii) and (iii)
- (d) (i), (ii) and (iii)

(1 Marks)

2. Corporate strategy includes:

- (i) expansion and growth, diversification, takeovers and mergers
- (ii) Vertical and horizontal integration, new investment and divestment areas
- (iii) determination of the business lines

From the combinations given below select a correct alternative:

- (a) (i), and (ii)
- (b) (i) and (iii)
- (c) (ii) and (iii)
- (d) (i) (ii) and (iii)

(1 Marks)

3. In Michael Porter's generic strategy _____ emphasizes producing standardized products at a very low per unit-cost for consumers who are price sensitive.

- (a) Cheap leadership.
- (b) Inferior product leadership.
- (c) Cost leadership.
- (d) Cost benefit.

(1 Marks)

4. Read the following statements:

- (i) Functional-level managers are responsible for the specific business functions.
- (ii) Functional-level managers take decisions related to human resources, purchasing, product development, customer service, and so on.

Select the correct alternative:

- (a) Both (i) and (ii) truly explain features of functional-level manager.
- (b) Only (i) truly explains features of functional-level manager.
- (c) Only (ii) truly explains features of functional-level manager.
- (d) None of (i) and (ii) truly explains features of functional-level manager.

(1 Marks)

5. External opportunities and threats are usually:

- (a) the minor cause of organizational demise or success
- (b) least important for CEOs and the board of directors
- (c) not as important as internal strengths and weaknesses
- (d) largely uncontrollable activities outside the organization

(1 Marks)

6. Select a distinguishing feature between divisional and functional structure?

- (a) Both functional departments and divisional process departments are accountable for profits or revenues.

- (b) Functional departments are not accountable for profits or revenues, whereas divisional process departments are evaluated on these criteria.
- (c) None of functional departments and divisional process departments are accountable for profits or revenues.
- (d) Both the structures are same

(1 Marks)

7. You are working as a senior manager of a company. You are entrusted with the task of putting a strategy in place and see that it is implemented properly. Out of the following, what is the most important thing that you will have to prepare your organization for?

- (i) Strategic Audit
- (ii) Business process reengineering
- (iii) Strategic Change
- (iv) Strategic Control

- (a) i & iii
- (b) iii & ii
- (c) i & iv
- (d) i & ii

(1 Marks)

8. Which of these basic questions should a vision statement answer?

- (a) What is business of firm's?
- (b) Who are competitors?
- (c) Where we are to go?
- (d) What are organizational capabilities?

(1 Marks)

9. Suppliers can command bargaining power over a firm when

1. The products are crucial to the buyer
2. Large number of substitutes are available.
3. Suppliers erect high switching costs.
4. Suppliers are more concentrated than their buyers.

All above explain the reasons except:

- (a) (1)
- (b) (2)
- (c) (3)
- (d) (4)

(1 Marks)

10. 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

(1 Marks)

11. With reference to Richard Rumelt's criteria for Strategic Audit, what out of the following is the first limitation against which strategy is audited?

- (a) Financial Resource
- (b) Human Resource
- (c) Physical Resource
- (d) All of the above

(1 Marks)

12. Which variable would be considered part of the product element of the marketing mix?

- (a) Advertising
- (b) Packaging
- (c) Publicity
- (d) Personal Selling

(1 Marks)

13. Strategic management allows an organization to be more

- (a) Authoritative
- (b) Participative
- (c) Commanding
- (d) Proactive

(1 Marks)

14. GE Nine-cell Matrix is based on

- (a) Market attractiveness and business strength
- (b) Market growth rate and business strength
- (c) Market attractiveness and relative market share

(d) Market growth rate and relative market share

(1 Marks)

15. Strategy evaluation is more difficult today due to the following trends except:

(a) A dramatic increase in the environment's complexity.

(b) The increasing difficulty of predicting the future with accuracy.

(c) The increasing number of variables in the environment.

(d) Firms have unlimited resources.

(1 Marks)

PART II

SECTION – A: Enterprise Information Systems

NOTE : (1) QUESTION PAPER COMPRISES FIVE QUESTIONS. ANSWER QUESTION NO. 1 WHICH IS COMPULSORY AND ANY THREE OUT OF THE REMAINING FOUR QUESTIONS.

(2) START NEW QUESTION ON NEW PAGE.

Question No. 1

(A) Describe any three key functions of RBI.

(3 Marks)

(B) Write any two application areas of Internet of Things (IOT).

(2 Marks)

Question No. 2

(A) XYZ is an Indian based garment manufacturing company which has implemented ERP (Enterprise Resource Planning). The Material Management (MM) module of ERP is used to manage its daily operations like – import of raw material, its movement related logistics, Supply chain management, warehouse management, production etc. Discuss the overall purchase process for XYZ company covered under MM.

(6 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.

(4 Marks)

Question No. 3

(A) Database Management System (DBMS) provides the facility to create and maintain a well organised database for any enterprise. Describe the various advantages of Database Management System used in an organization.

(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) Banks face the challenge of addressing the threat of money laundering on multiple fronts as banks can be used as primary means for transfer of money across geographies. In light of the above statement, discuss the Money Laundering process and its different stages.

(6 Marks)

(B) 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

(4 Marks)

Question No. 5

(A) Mr. A is appointed as a manager in XYZ company which is planning to adopt the automation of its major business processes. He has been asked to prepare a list of the sequence of steps that the company should adhere to implement Business Process Automation. Draft Mr. A's reply.

(6 Marks)

(B) (i) What do you understand by Regulatory Compliance?

(2 Marks)

(ii) Write a brief description of three tier architecture of Application Software.

(2 Marks)

OR

(B) 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?

(4 Marks)

SECTION – B: STRATEGIC MANAGEMENT

NOTE : (1) QUESTION PAPER COMPRISES FIVE QUESTIONS. ANSWER QUESTION NO. 6 WHICH IS COMPULSORY AND ANY THREE OUT OF THE REMAINING FOUR QUESTIONS.

(2) START NEW QUESTION ON NEW PAGE.

Question No. 6

An XYZ Company is facing continuous losses. There is decline in sales and product market share. The products of the company became uncompetitive and there is persistent negative cash flow. The physical facilities are deteriorating and employees have low morale. At the board meeting, the board members decided that they should continue the organization and adopt such measures that the company functions properly. The board has decided to hire young executive Shayamli for improving the functions of the organization. What corporate strategy should Shayamli adopt for this company and what steps to be taken to implement the corporate strategy adopted by Shayamli?

(5 Marks)

Question No. 7

(A) How can a corporate culture be both strength and weakness of an organisation?

(5 Marks)

(B) What are the elements in strategic intent of organisation?

(5 Marks)

Question No. 8

(A) Differentiate between divestment and liquidation strategy.

(5 Marks)

(B) '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)

Question No. 9

(A) 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)

(B) Discuss the various approaches for evaluating the worth of a business.

(5 Marks)

Question No. 10

(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) What is strategic control? Briefly explain the different types of strategic control?

(5 Marks)

OR

(B) Implementing supply chain management in a business organization involves certain points. Discuss.

(5 Marks)