



SECTION –A :ENTERPRISE INFORMATION SYSTEM

(50 MARKS)

QUESTION NO.1

M.C.Q no 1 to 5 carries 1 mark each

M.C.Q no 6 to 10 carries 2 marks each

1. Which one of the following represents Operational Processes?
 - (a) Deals with legal compliance
 - (b) Deal with the core business and value chain
 - (c) Deal with core processes and functions within an organization
 - (d) Deals with measuring, monitoring and control activities

2. Which sentence is true about installed software application?
 - (a) It is installed on the hard disc of the computer of the user
 - (b) It is installed on the web server
 - (c) It is installed on cloud
 - (d) It is installed on a website

3. _____ is the conversion of data into a secret code for storage in databases and transmission over networks.
 - (a) Cipher Text
 - (b) Encryption
 - (c) Decryption
 - (d) Logging

4. NIST stands for
 - a) National Institute of Standards and technology
 - b) National Institute of Standardization and technology
 - c) Net Institute Service and Technology
 - d) National Inter State Terminals

5. 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

6. 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
7. _____ technique involves embedding audit software modules within a host application system to provide continuous monitoring of the system's transactions.
- a. Audit hooks
 - b. SCARF
 - c. Integrated Test Facility (ITF)
 - d. Continuous and Intermittent Simulation (CIS)
8. 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)
9. _____ 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
10. Few years back, to appoint chairman of TATA GROUP, TATA SONS Ltd., appointed an international human resource consultant to identify suitable candidates for the job. There were three possible candidates selected. This shall be best defined as which part of human resource process?
- a. Recruitment
 - b. Selection
 - c. Search
 - d. Training

Question No. 1 is compulsory.

Answer any three questions from the rest.

QUESTION NO.1

- a. Describe any three key functions of RBI. **(3 Marks)**
- b. How the inherent risks involved in BPA can be classified? Discuss any four.

(2 Marks)

QUESTION NO.2

- a. An internet connection exposes an organization to the harmful elements of the outside world. As a network administrator, which Network Access controls will you implement in the organization to protect from such harmful elements?

(6 Marks)

- b. Every business decision is accompanied with a set of threats and so is BYOD program. Explain briefly the areas in which the risks associated with BYOD program can be classified.

(4 Marks)

QUESTION NO.3

- a. Recognize all the technical exposures that include unauthorized implementation or modification of data and software. **(6 MARKS)**
- b. As an IT consultant, advise some tips to an aspiring e-commerce vendor so that his business can be protected from intrusion. **(4 MARKS)**

QUESTION NO.4

- A. Draw a Flowchart for the following process :

Leebay is a new e – commerce web site that is setting up business in India. Leebay and their partner bank Paxis have come up with a joint promotion plan for which the following offers are proposed

Customers can either log in through a mobile app or directly from the website :

- (1) If the payment mode chosen is 'Paxis Credit', then a 20% discount is given to the user.
- (2) If the payment mode chosen is 'Paxis Debit', then a 10% discount is given to the user.
- (3) If other payment modes are used, then no discount is given.

Also, to promote the downloads of its new smartphone app, the company has decided to give the following offer :

- (1) If the purchase mode is 'Mobile App', then no surcharge is levied on the user.
- (2) If any other purchase mode is used, then additional 5 surcharge is levied on the user. This surcharge is applied on the bill after all necessary discounts have been applied.

With bill amount, payment mode and purchase mode as inputs, draw a flowchart for the billing procedure for Leebay.

(6 MARKS)

B. Discuss the different ways in which Database Administrator (DBA) can store the data of ABC enterprise implementing Accounting Information System (AIS).

(4 MARKS)

QUESTION NO.5

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)

a. (i) What do you understand by Regulatory Compliance? **(2 Marks)**

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

(2 Marks)

SECTION –B : STRATEGIC MANAGEMENT

(50 MARKS)

QUESTION NO.1

(15*1 = 15 MARKS)

1. Strategic decision making can take place at three common levels of an organisation as follows:
 - a. Divisional, group and individual.
 - b. Executive, leader and manager.
 - c. Corporate, business and functional.
 - d. Strategic, tactical and operational.
2. A _____ consists of those rival firms which have similar competitive approaches and positions in the market.
 - a. BCG Matrix.
 - b. Strategic group.
 - c. Strategy Map.
 - d. Industry.
3. _____ provides the framework within which the firm would adopt a predetermined direction and would operate to achieve strategic objectives.
 - a) Strategic management
 - b) Strategic Intent
 - c) Strategic mission
 - d) Strategic vision
4. Industry and competitive conditions change because forces are in motion that creates incentives or pressures for changes.
 - a. Driving forces
 - b. Drive in forces
 - c. Trigger forces
 - d. Well Driving forces

5. If Technology is Changing Rapidly and market is growing slowly, which one is preferable:-
- (a) No Change in Technology
 - (b) Exclusive Outsourcing
 - (c) Acquisition of R & D Firm
 - (d) In house R & D.
6. According to _____ “Strategic control focuses on the dual questions of whether: 1) the strategy is being implemented as planned ; 2) the results produced by the strategy are those intended”
- a) Michel Porter
 - b) Schendel and Hofer
 - c) H. C. Kellman
 - d) None of the above
7. Any Acquisition of similar businesses or making any By-Product or Complementary products is called:-
- (a) Vertical Integration
 - (b) Horizontal Integration
 - (c) Conglomerate Diversification
 - (d) Intensification
8. Narrow target of competitive scope and low cost product of competitive advantage reflects _____ strategy.
- a) Differentiation
 - b) Cost leadership
 - c) Focused cost leadership
 - d) Focused differentiation
9. Transformational leadership style uses _____ to inspire people to exert them for the good of the organization.
- a. Authority and responsibility
 - b. charisma and enthusiasm
 - c. carrot and stick formula
 - d. Law and order
10. “A dead business is worth more than alive,” this statement is known for:-
- (a) Turnaround
 - (b) Divestment
 - (c) Liquidation
 - (d) None
11. When Two or more businesses create a synergy for achieving certain strategic objectives which neither would be able to achieve on its own, is called.
- (a) Merger
 - (b) Acquisition
 - (c) Strategic Alliance
 - (d) Political Alliance

12. Supply chain refers to the linkages between:

- (a) Suppliers
- (b) Customers
- (c) Manufacturers
- (d) All the above

13. An entrepreneur is one who:

- (a) Initiates and innovates a new concept
- (b) Does not recognize and utilizes opportunities
- (c) Does not want to face risks and uncertainties
- (d) None of these

14. After an earnest attempt to bring in a strategic change in your organization, you the operational head of XYZ Ltd, succeeded but still your organization couldn't achieve the desired competitive position in the market. Out of the following what could be the reason?

- a. Strategy Formulation
- b. Strategy Model
- c. Strategy Implementation
- d. Strategy Decision

15. Which of the following are responsible for formulating and developing realistic and attainable strategies?

- a. Corporate level and business level managers
- b. Corporate level and functional level managers
- c. Functional managers and business level managers
- d. Corporate level managers, business level managers and functional level managers

Question No. 1 is compulsory Answer any three questions from the rest.

QUESTION NO.1

Organo is a large supermarket chain. It is considering the purchase of a number of farms that provides Organo with a significant amount of its fresh produce. Organo feels that by purchasing the farms, it will have greater control over its supply chain. Identify and explain the type of diversification opted by Organo?

(5 MARKS)

QUESTION NO.2

(5 MARKS X 2 = 10 MARKS)

- A. Shri Alok Kumar is having his own medium size factory in Aligarh manufacturing hardware consisting handles, hinges, tower bolts and so on. He has a staff of more than 220 in his organisation. One of the leading brand of Hardware seller in India is rebranding and selling the material from his factory. Shri Alok Kumar, believes in close supervision and takes all major and minor decisions in the organisation.

Do you think Shri Alok should take all decisions himself? What should be nature of decisions that should be taken by him.

- B. Capabilities that are valuable, rare, costly to imitate, and non-substitutable are core competencies. Explain these four specific criteria of sustainable competitive advantage that firms can use to determine those capabilities that are core competencies.

QUESTION NO.3

- A. Explain Porter's five forces model as to how businesses can deal with the competition. **(6 MARKS)**
- B. What is a strategic business unit? What are its advantages? **(4 MARKS)**

QUESTION NO.4

- A. 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)**

- B. "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. **(5 MARKS)**

QUESTION NO.5

- A. Explain the Strategic Alliance. Describe the advantages of Strategic Alliance. **(5 MARKS)**
- B. "Strategic Management concepts are useful for educational institutions." Explain with reasons. **(5 MARKS)**