## (GI–2, GI–6, GI–7, VI–1, VDI–1, DRIVE & FMT)

**DATE: 05.09.2023**          **MAXIMUM MARKS: 100**          **TIMING: 3¼ Hours**

### EIS & SM

### SECTION – A : ENTERPRISE INFORMATION SYSTEMS AND MANAGEMENT

**Q. No. 1 & 2 is Compulsory,**
**Answer any three questions from the remaining four questions**

**Question 1:**

1.  Big Data has captured the attention of businesses for its processing power to analyse the data for many benefits that it provides. Below mentioned are some of its benefits, except one. Identify it.
    (a)   Access to social data from search Engine.
    (b)   Early identification of risks to the services.
    (c)   Big data can be used to read and evaluate consumers' response.
    (d)   Increases computational power of application software.

                                                                    **(1 Mark)**

2.  Ms. Shilpi is a final year student of B.Tech who is required to submit her project report on Library Management System based on Relational Database Model. Which of the following example does not belong to Relational Database?
    (a)   Microsoft Access
    (b)   MySQL
    (c)   Java
    (d)   Oracle

                                                                    **(1 Mark)**

3.  Nice Collection is women apparel store with many branches in various cities of India. The management of store uses data mining technique to make analysis to determine the sale on weekends of festive month in cities with population less than 70,000. Which of the following is not involved in the technique used?
    (a)   Data Integration
    (b)   Data Selection
    (c)   Data Transformation
    (d)   Data Distribution

                                                                    **(1 Mark)**

4.  An IS Auditor is using an audit tool that involves embedding audit software modules within a host application system to provide continuous monitoring of system's transactions. Which audit tool does this refer to?
    (a)   Audit hooks
    (b)   System Control Audit Review File (SCARF)
    (c)   Integrated Test Facility (ITF)
    (d)   Continuous and Intermittent Simulation (CIS)

                                                                    **(1 Mark)**

5. Mr. Ashu works in a Network Service provider Company where his job responsibility includes performing routine tasks in the network such as making minor configuration changes and monitoring event logs. Which of the following role does he perform in the company?
   (a) Network Administrator
   (b) Network Architect
   (c) Network Engineer
   (d) System Analyst

   **(1 Mark)**

6. Mr. Y used duplicate keys to enter in prohibited area zone of JKH Ltd. company and stole some important documents of the company. Which of the following control you think has been compromised to make such an incident happen?
   (a) Environmental Control
   (b) Physical Access Control
   (c) Network Access Control
   (d) Logical Access Control

   **(1 Mark)**

7. Below mentioned are the steps that are involved in the Data Mining process. Select the step wherein the data is collected from all the different sources to initiate the process.
   (a) Data Selection
   (b) Data Integration
   (c) Data Transformation
   (d) Data Cleaning

   **(1 Mark)**

8. Output Controls are responsible to ensure that the data delivered to users will be presented, formatted, and delivered in a consistent and secured manner. Which of the following activity does not fall under the purview of Output Control?
   (a) Spooling
   (b) Storage and Logging of sensitive, critical forms
   (c) Asset Safeguarding
   (d) Control over printing

   **(1 Mark)**

9. Which of following statement does not belong to Read Only Memory?
   (a) Non-volatile in nature.
   (b) Used by manufacturers to store the data.
   (c) Used to store small amount of information for quick reference by Central Processing Unit.
   (d) It is a secondary memory.

   **(1 Mark)**

10. Operating System Software provides Application Program Interfaces (API) which can be used by application developers to create application software. This is referred to as_____.
    (a) Memory Management
    (b) Hardware Independence
    (c) Task Management
    (d) File Management

    **(1 Mark)**

11.  Operating system acts as an interface between user and hardware; be it a Smartphone, tablet, or PC. Which of the following is not an example of Operating System?
     (a)   Android
     (b)   Blackberry OS
     (c)   Apple OS
     (d)   Chrome

                                                                          **(1 Mark)**

12.  In two-tier network 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 Mark)**

13.  Ms. Komal a technical product developer at FEGO Ltd. suggested the company to manufacture a model of self-driving car based on image and text recognition. This is a good example of_____.
     (a)   Machine Learning
     (b)   Expert System
     (c)   Cloud Computing
     (d)   Mobile Computing

                                                                          **(1 Mark)**

14.  ABC Company as its business policy allows employees of managerial level to use their preferred computing devices for business purpose. While working, Mr. Suraj connected his laptop to company's network and an application virus infected the company's database. Which of the following risks best describes the above situation?
     (a)   Implementation Risk
     (b)   Network Risk
     (c)   Application Risk
     (d)   Device Risk

                                                                          **(1 Mark)**

15.  Mr. X is buying clothes for his kids at Royal's Showroom. He makes payment using BHIM (Bharat Interface for Money) App which is an example of_____.
     (a)   UPI App
     (b)   Mobile Hardware
     (c)   Digital Library
     (d)   Mobile Wallet

                                                                          **(1 Mark)**

**Question 2:**
"Enterprise Risk Management (ERM) does not create a risk-free environment; rather it enables management to operate more effectively in environments filled with risks". In view of this statement, explain the various benefits, which Board of Directors and Management of an entity seek to achieve by implementing the ERM process within the entity.

                                                                          **(5 Marks)**

**Question 3:**

**(a)** Information Security that refers to ensure Confidentiality, Integrity and Availability of information, is critical in banking industry, to mitigate the risks of Information Technology. Identify and explain various sub-processes that are involved in Information Security.

**(6 Marks)**

**(b)** ABC Company is having Internal Control System that provides it reasonable assurance about the achievement of ABC's objectives regarding reliability of financial reporting, effectiveness and efficiency of operations. However, the company is not able to achieve its objectives. Write the limitations of Internal Control System that hinder the success of ABC Company.

**(4 Marks)**

**Question 4:**

**(a)** Data Mining is commonly applied in banking industry to credit ratings and to intelligent anti-fraud systems to analyze transactions, card transactions, purchasing patterns and customer financial data etc. The process of Data Mining involves sequential execution of steps for its implementation. Discuss the steps involved in this process.

**(6 Marks)**

**(b)** Briefly discuss the characteristics of Core Banking Systems (CBS).

**(4 Marks)**

**Question 5:**

**(a)** An auditor Mr. Sohan has been given a prime responsibility to assess the suitable implementation and execution of various controls in his organization XYZ Ltd. To do so, he needs to check the controls at various levels of the computer systems. Discuss the levels at which Mr. Sohan should check the implementation of controls.

**(6 Marks)**

**(b)** Mr. R as an IT manager of a financial company, advised his management to allow their senior employees to use their own computing devices for official work under Bring Your Own Device (BYOD) policy. The management wishes to know about the risks associated with BYOD. Briefly explain the classification of BYOD risks.

**(4 Marks)**

**Question 6:**

**(a)** A business model is adopted by an organization as a framework to describe how it makes money on a sustainable basis and grows whereas an e-business model utilizes the benefits of electronic communications. Discuss various e-market models that help businesses to achieve the value adding processes.

**(6 Marks)**

**(b)** Information systems have set high hopes to companies for their growth as it reduces processing speed and helps in cutting cost. Being an auditor of ABC manufacturing company, discuss the key areas that should pay attention to while evaluating Managerial controls by top management.

**(4 Marks)**

## SECTION – B : STRATEGIC MANAGEMENT
### Q. No. 7 & 8 is Compulsory,
### Answer any three questions from the remaining four questions

**Question 7:**

1. 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 Mark)**

2. Select the correct statement:
   (a) In general, corporate level decisions are costly to take, involve high risk and have large profit potential.
   (b) In general, corporate level decisions are costly to take, involve low risk and have large profit potential.
   (c) In general, corporate level decisions are costly to take, involve high risk and have low profit potential.
   (d) In general corporate level decisions are cheaper to take, involve low risk and have large profit potential.

   **(1 Mark)**

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 Mark)**

4. Which of these is something that has to do with war & ways to win over enemy?
   (a) Strategy
   (b) Management
   (c) Execution
   (d) Monitoring

   **(1 Mark)**

5. 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 Mark)**

6. If suppliers are unreliable or too costly, which of these strategies may be appropriate?
   (a) Horizontal integration
   (b) Backward integration
   (c) Market penetration
   (d) Forward integration      **(1 Mark)**

7.   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 Mark)**

8.   Formulation of strategies and their implementation in a strategic management process is undertaken by-
     (a)   Top level executives
     (b)   Middle level executives
     (c)   Lower level executive
     (d)   All of the above
                                                                        **(1 Mark)**

9.   Every organization has_____organizational culture.
     (a)   Similar
     (b)   Related
     (c)   Unique
     (d)   None of these
                                                                        **(1 Mark)**

10.  The first step in strategic planning is generally:
     (a)   Developing a vision statement
     (b)   Establishing goals and objectives
     (c)   Developing a mission statement
     (d)   Determining opportunities and threats
                                                                        **(1 Mark)**

11.  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
                                                                        **(1 Mark)**

12.  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
                                                                        **(1 Mark)**

13.  Which of these is not the type of strategic control?
     (a)   Premise Control
     (b)   Strategic Surveillance
     (c)   Special Alert Control
     (d)   Processing Control
                                                                        **(1 Mark)**

14. Which strategy has its objective of preserve market share?
    (a) Build
    (b) Hold
    (c) Harvest
    (d) Divest

**(1 Mark)**

15. A campaign advocating the message of 'SAVE WATER' is:
    (a) Services Marketing
    (b) Holistic marketing
    (c) Social Marketing
    (d) Direct Marketing

**(1 Mark)**

**Question 8:**
Mohan has joined as the new CEO of XYZ Corporation and aims to make it a dominant technology company in the next five years. He aims to develop competencies for managers for achieving better performance and a competitive advantage for XYZ Corporation. Mohan is well aware of the importance of resources and capabilities in generating competitive advantage.
Discuss the four major characteristics of resources and capabilities required by XYZ Corporation to sustain the competitive advantage and its ability to earn profits from it.

**(5 Marks)**

**Question 9:**
**(a)** XYZ Ltd. is a multi-product company, suffering from continuous losses since last few years and has accumulated heavy losses which have eroded its net worth.
What strategic option is available to the management of this sick company? Advise with reasons.

**(5 Marks)**

**(b)** A differentiation strategy may help to remain profitable even with rivalry, new entrants, suppliers' power, substitute products, and buyers' power. Explain.

**(5 Marks)**

**Question 10:**
**(a)** 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)**

**(b)** 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.

**(5 Marks)**

**Question 11:**
**(a)** Discuss the various approaches for evaluating the worth of a business.

**(5 Marks)**

**(b)** Swift Ltd and Quick Ltd are two companies that are in the business of light industrial machines. While Swift is the market leader the sales of Quick has been falling. In the year 2017-18 the market share of the two companies was forty per cent and five per cent respectively. During the last five years the market share of quick reduced from third to sixth position. As an immediate corrective measure top management of Quick decided to emulate the successful standards of Swift Ltd and set them as their own yardsticks. With the help of standards they intended to compare, measure and judge their performance.
What is the strategic tool Quick Ltd is adopting? How is it implemented?

**(5 Marks)**

**Question 12:**
**(a)** 'Do good Group' is a not for profit organization based in northern India working towards childcare. The group educates people towards immunization, sanitation and works in coordination with local hospitals or medical centers. Recently, a new team has taken over the management of its activities. Explain whether tools of strategic management are relevant for the group.

**(5 Marks)**

**(b)** Ram and Shyam are two brothers engaged in the business of spices. Both have different approaches to management. Ram prefers the conventional and formal approach in which authority is used for explicit rewards and punishment. While, on the other hand, Shyam believes in democratic participative management approach, involving employees to give their best.
Analyse the leadership style followed by Ram and Shyam.

**(5 Marks)**

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