

## ALL BATCHES

DATE: 11.10.2018

MAXIMUM MARKS: 100

TIMING: 3¼ Hours

## EIS&amp; SM

Q. No. 1 is compulsory.

Answer any four questions from the rest

## SECTION - A : ENTERPRISE INFORMATION SYSTEMS

**Question 1:**

Answer all the following questions in brief:

- (a) Public Cloud
- (b) Proxy Server
- (c) ERP
- (d) Mobile Wallet
- (e) Cyber Crime

**(2 x 5 = 10 Marks)****Question 2:**

(a) An e-commerce website is offering following discounts:

- If the purchase mode is via website, a discount of 5% is given on the bill amount.
- If the purchase mode is via phone app. a discount of 10% is given on bill amount.
- If purchase is done via nay other mode, customer is not eligible for any discount.

Draw a Flowchart to calculate and display the bill amount payable by the customer.

**(6 Marks)**

(b) Now-a-days, Credit Cards are extensively being used for payment purpose. As a consultant to credit card section of a bank, advise the risks involved in the credit card process.

**(4 Marks)****Question 3:**(a) As a member of an EDP Team of an IT Department of the Company A, determine the controls that are related to the physical security of the tangible information System Resources stored on tangible media? **(6 Marks)**(b) Identify the risks that are associated with Bring Your Own Device (BYOD) Programs. **(4 Marks)****Question 4:**(a) A manufacturing company is implementing an idealERP software, where a single database is being utilized and it contains all the data for various software modules. Identify the modules of an idealERP software along with their functions. **(6 Marks)**(b) Explain briefly the objectives of Information System's Auditing. **(4 Marks)****Question 5:**(a) What is mortgage Loan? & Explain is types. **(5 Marks)**(b) What is master in CBS. Give 4 examples of master. **(5 Marks)****Question 6:**(a) Explain Advantages of DBMS. **(6 Marks)**(b) Explain output Control. **(4 Marks)**

## SECTION – B : STRATEGIC MANAGEMENT

Q. No. 7 is compulsory.

Answer any four questions from the rest

**Question 7:**

- (a) Explain the concept of competitive advantage.
- (b) Describe the term 'Production System'.
- (c) Explain the meaning of Directional Strategy.
- (d) Explain the meaning of core competencies.
- (e) Describe the term 'Co-generic merger'.

**(2 x 5 = 10 Marks)****Question 8:**

Which of the following statements are 'correct' and which are 'incorrect'? Give reasons, in brief, for your answer:

- (a) Non-profit organizations do not require Strategic Management.
- (b) Human Resource Manager's role is significant in building up core competency of the firm.
- (c) Corporate culture is always identical in all the business organizations.
- (d) Marketing function has no relation with production function.
- (e) Economies of scale discourages new entrants.

**(2 x 5 = 10 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) Ram and Shyam are two brother 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)**

**Question 10:**

- (a) Distinguish between vision and mission statement.
- (b) Distinguish between the three levels of strategy formulation.

**(5 Marks)****(5 Marks)****Question 11:**

- (a) Explain the concept of Entrepreneur.
- (b) Advantages of cost leadership strategy.

**(5 Marks)****(5 Marks)****Question 12:**

- (a) What is the rationale behind Business Process Reengineering (BPR)? What steps would you recommend to implement BPR in an organization?

**(7 Marks)**

- (b) How can a company deal with strategic uncertainty?

**(3 Marks)**

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