

**(GI-5+7, GI-6, GI-8, GI-9, SI-2+4, SI-3 & VI-2)**

DATE: 19.09.2019

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. Which is not a category of business process?
  - (a) Operational
  - (b) Supporting
  - (c) Automated
  - (d) Management

**(1 Mark)**
  
2. Which is a foundation for how risk & control are viewed and addressed by entity's people?
  - (a) Event Identification
  - (b) Risk Assessment
  - (c) Risk Appetite
  - (d) Internal Environment

**(1 Mark)**
  
3. To ensure that no un-authorized amendments can be made in data.
  - (a) Confidentiality
  - (b) Integrity
  - (c) Availability
  - (d) Timeliness

**(1 Mark)**
  
4. ETL stands for:
  - (a) Essential, Transfer & Language
  - (b) Extract, Transform & Load
  - (c) Enquiry, Total & Limitation
  - (d) Emergency, Transform & Language

**(1 Mark)**
  
5. Which is not a type of Data Analytics.
  - (a) Transferable
  - (b) Quantitative
  - (c) Qualitative
  - (d) None of these.

**(1 Mark)**
  
6. Define correct sequence of Business Process Flow :
  - (i) Journal,
  - (ii) Trial Balance,
  - (iii) Ledger,
  - (iv) Financial Statement,

- (v) Source Document  
(a) (i),(ii),(iii),(iv),(v)  
(b) (iii),(iv),(ii),(v),(i)  
(c) (v),(i),(iii),(ii),(iv)  
(d) (iv),(ii),(iii),(v),(i)
- (1 Mark)**
7. Which database model allows the definition of the data & their structures, storage and retrieval operations & integrity constraints that can be organized in a table structure ?  
(a) Hierarchical Database Model  
(b) Network Database Model  
(c) Relational Database model  
(d) Object Oriented Database Model
- (1 Mark)**
8. Which of these usually encodes the manufacturer's registered identification number?  
(a) Network Topology  
(b) Router  
(c) Switch  
(d) MAC Address
- (1 Mark)**
9. Which error occur when a digit or character is removed from the end of as code?  
**OR**  
83276 is recorded as 8327. which type of error is it ?  
(a) Addition Error  
(b) Truncation Errors  
(c) Substitution Error  
(d) None of these
- (1 Mark)**
10. In which type of transmission mode data flows in both the directions simultaneously?  
(a) Simplex  
(b) Half Duplex  
(c) Duplex  
(d) None of these
- (1 Mark)**
11. \_\_\_\_\_ Also known as Platform virtualization.  
(a) Server Consolidation  
(b) Hardware Consolidation  
(c) Database Consolidation  
(d) Software Consolidation
- (1 Mark)**
12. Which is not an example of Artificial Intelligence ?  
(a) SIRI  
(b) Alexa  
(c) Sophia  
(d) Wall-wart
- (1 Mark)**

13. What is full form of P.D.A ?  
(a) Predefined Development Aspect  
(b) Post Duration Application  
(c) Personal Digital Assistance  
(d) Partially Dynamic Apartment  
**(1 Mark)**
14. In which form of ECS there is a single receiver of funds from a large number of customers?  
(a) ECS Credit  
(b) ECS Debit  
(c) Both (a) & (b)  
(d) Neither (a) nor (b)  
**(1 Mark)**
15. Finacle & Finn One are example of \_\_\_\_\_.  
(a) CBS  
(b) XBRL  
(c) BPA  
(d) None of these  
**(1 Mark)**

**Question 2:**

Analyse new set of IT risks and challenges associated with the businesses and standards that the banks should consider?

**(5 Marks)****Question 3:**

(a) Subsequent to demonetization, one of your elderly neighbour, who was using traditional digital methods of making payments like cards, net banking etc., asked for your help to know about the various new methods of Digital Payments. Identify and explain various new methods of Digital Payments for him.

**(6 Marks)**

(b) Briefly explain major update and report controls regarding Database Controls in brief.

**(4 Marks)****Question 4:**

(a) A manufacturing company is implementing an ideal ERP software, where a single database is being utilized and it contains all the data for various software modules. Identify the modules of an ideal ERP software along with their functions.

**(6 Marks)**

(b) Data that is waiting to be transmitted are liable to unauthorized access called 'Asynchronous Attack'. Explain various types of Asynchronous attacks on data.

**(4 Marks)**

**Question 5:**

(a) As an Information Systems (IS) Auditor, you need to keep yourself up-to-date with the latest Audit tools, techniques and methodology to meet the demands of the job. Discuss about various Audit Tools that you should be aware about.

**(6 Marks)**

(b) A travel agency ABC wishes to implement an automated Grievance Management System at its workplace to manage and handle the problems with an aim of solving them. Determine the major benefits that will be drawn out of automating this Grievance related business process.

**(4 Marks)**

**Question 6:**

(a) The GST of 50 items is to be calculated as per the following details. With Code No. and Value of Supply as input, draw a flowchart to calculate the Tax and print the Tax, Code No. of the Item and the Type of Item. (Note: The rates have been taken hypothetically)

Code No.(C_No)	Types of Items	Tax Rate
001	Perishable	15%
002	Textiles	10%
003	Luxury Items	20%
004	Machinery	12%

**(6 Marks)**

(b) What are the risks associated with E-Commerce Transactions that are high as compared to general Internet activities?

**(4 Marks)**

**SECTION – B : STRATEGIC MANAGEMENT**

**Q. No. 7 & 8 is Compulsory,  
Answer any three questions from the remaining four questions**

**Question 7:**

1. Who is the head of the division?  
(a) Corporate level manager  
(b) Business level managers  
(c) Functional level manager  
(d) None of these  
**(1 Mark)**
  
2. In competitive environment it is difficult to clearly estimate\_\_\_\_\_about firm's strategies.  
(a) Competitive Responses  
(b) Operating Process  
(c) Control System  
(d) Reasonable Outcomes  
**(1 Mark)**
  
3. Which is not the characteristic of multinational company ?  
(a) Conglomerate of multiple units  
(b) Common Pool of resources  
(c) Common Strategy  
(d) High Transportation Cost  
**(1 Mark)**
  
4. Which of the following is also known as "Problem Child" or "Wild Cats" ?  
(a) Star  
(b) Cash-Cow  
(c) Question-Mark  
(d) Dog  
**(1 Mark)**
  
5. Which of these are the base of measurement ?  
(a) Vision  
(b) Goals & Objective  
(c) Business Definition  
(d) Business Model  
**(1 Mark)**
  
6. Which strategy is not suggested by Michael Porter ?  
(a) Cost Leadership Strategy  
(b) Focused Strategy  
(c) Differentiation Strategy  
(d) None of these  
**(1 Mark)**

7. Stability, Expansion, Retrenchment & Combination strategies are related with \_\_\_\_\_.
- (a) Corporate Level
  - (b) Business Level
  - (c) Functional Level
  - (d) None of these
- (1 Mark)**
8. Which refers to physical or enhancements, that make a product special or unique in the eyes of customers?
- (a) Product Differentiation
  - (b) Economic of scale
  - (c) Switching Cost
  - (d) Brand Identity
- (1 Mark)**
9. Which refers to decline in the per unit cost of production as volume grows?
- (a) Product Differentiation
  - (b) Economic of scale
  - (c) Switching Cost
  - (d) Brand Identity
- (1 Mark)**
10. Which is not the advantage of logistic management ?
- (a) Cost saving
  - (b) Improved delivery time
  - (c) Increased inventory
  - (d) Competitive advantage
- (1 Mark)**
11. Which Leadership style motivates followers to do more originally affected to do by stretching their abilities & increasing their self confidence?
- (a) Transformational Leadership
  - (b) Transactional Leadership
  - (c) Both (a) & (b)
  - (d) None of these
- (1 Mark)**
12. Which is not the method given by H.C. Kalman for reassigning new patterns of behavior?
- (a) Compliance
  - (b) Identification
  - (c) Internalization
  - (d) Satisfaction
- (1 Mark)**
13. Strategy is not a \_\_\_\_\_ for sound, alert & responsible management ?
- (a) Reason
  - (b) Necessity
  - (c) Substitute
  - (d) Platform
- (1 Mark)**

14. Which of these refers to a growth strategy where the business focuses on selling existing products into existing markets?
- (a) Market Penetration
  - (b) Market Development
  - (c) Product Development
  - (d) Diversification

**(1 Mark)**

15. Which is the oldest form of promotion?
- (a) Personal Selling
  - (b) Publicity
  - (c) Sales Promotion
  - (d) Advertisement

**(1 Mark)**

**Question 8:**

Do you agree with the statement that "Strategic Management concepts are of no use to Government organizations and Medical organizations"? Explain with reasons.

**(5 Marks)**

**Question 9:**

- (a) Explain the concept of Experience Curve and highlight its relevance in strategic management.

**(5 Marks)**

- (b) "Management of internal linkages in the value chain could create competitive advantage in a number of ways". Briefly explain.

**(5 Marks)**

**Question 10:**

- (a) What is a mission statement? State the points that may be considered while writing a mission statement of a company.

**(5 Marks)**

- (b) Distinguish between the following: Divestment strategy and Liquidation strategy.

**(5 Marks)**

**Question 11:**

- (a) Explain Porter's five forces model as to how businesses can deal with the competition.

**(5 Marks)**

- (b) Write short note on Production System.

**(5 Marks)**

**Question 12:**

**(a)** Write a short note on importance of corporate culture.

**(5 Marks)**

**(b)** What is strategic change? Explain the change process proposed by Kurt Lewin that can be useful in implementing strategies?

**(5 Marks)**

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