

(GI-1, GI-2, GI-3, GI-4, VI-1 &amp; SI-1)

DATE: 04.09.2019

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 one of the following deals with Section 143 of the Companies Act 2013?
  - (a) Acquisition and Mergers
  - (b) Powers and duties of Board of Directors
  - (c) Powers and duties of auditors and auditing standards
  - (d) Penalties due to non-compliance

**(1 Mark)**
2. OLAP stands for\_\_\_\_\_.
  - (a) Offline Analytical Processing
  - (b) Online Analytical Processing
  - (c) Online Analytical Product
  - (d) Offline Analytical Product

**(1 Mark)**
3. Which of the following is not a component of Information Systems?
  - (a) People
  - (b) Data
  - (c) Network
  - (d) Transaction Processing System

**(1 Mark)**
4. Which of the following is not a Corrective Control?
  - (a) Backup Procedure
  - (b) Rerun Procedure
  - (c) Contingency Planning
  - (d) Hash Totals

**(1 Mark)**
5. Which of these is not an example of Relational Database?
  - (a) Access
  - (b) My SQL
  - (c) Java
  - (d) Oracle

**(1 Mark)**
6. SCARF stands for\_\_\_\_\_.
  - (a) System Control Audit Review File
  - (b) System Control Audit Report File
  - (c) Simulation Control Audit Review File
  - (d) System Control Audit Review Format

**(1 Mark)**
7. Which one of the following is not an Operating system?
  - (a) Android
  - (b) Blackberry OS
  - (c) Fire Fox OS
  - (d) Chrome OS

**(1 Mark)**

8. Which of the following is not a best practice under Green Computing?  
(a) Dispose e-waste according to central, state and local regulations  
(b) Purchase of desktop computers, notebooks and monitors based on environmental attributes  
(c) Power-down the CPU and all peripherals during extended periods of inactivity  
(d) Use Cathode Ray Tube (CRT) monitors than Liquid Crystal Display (LCD) monitors  
**(1 Mark)**
9. Which of the following is a General control?  
(a) Setting Database Security  
(b) Edit checks  
(c) Completeness check  
(d) Format check  
**(1 Mark)**
10. 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  
**(2 Mark)**
11. Which of the following best defines Money Laundering?  
(a) Converting proceeds of crime and projecting it as untainted property  
(b) Tax Planning as per provision of IT Act  
(c) Gifting immoveable property to relatives  
(d) Transferring fixed deposit to employees  
**(2 Mark)**
12. Which of the following is not computer related offence as per in IT Act,2000?  
(a) Identify theft  
(b) Stealing of mobile  
(c) Stealing computer resource  
(d) Violation of privacy  
**(2 Mark)**

**Question 2:**

What is basic purpose of XBRL? Discuss its important features as well.

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

(a) Discuss advantages and disadvantages of Database Management Systems.

**(6 Marks)**

(b) What are the advantages of using flowcharts?

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

(a) What are the types of master data in Financial & Accounting System and its importance?

**(6 Marks)**

(b) Discuss the architecture of Networked Systems.

**(4 Marks)**

**Question 5:**

- (a) Briefly explain all the stages of Money Laundering and how banks are used in laundering money. **(6 Marks)**
- (b) What do you mean by "Cloud Computing"? Discuss its characteristics. **(4 Marks)**

**Question 6:**

- (a) Explain the main components of Enterprise Risk Management. **(6 Marks)**
- (b) Write short notes on the following: **(4 Marks)**
- (i) Snapshots
  - (ii) Audit Hooks

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

1. Role of corporate level managers is to oversee development of strategies for \_\_\_\_\_.  
(a) Departments  
(b) SBU  
(c) Whole Organization  
(d) Division **(1 Mark)**
2. \_\_\_\_\_ is a tool by which management identifies & evaluates the various businesses that make up the company.  
(a) Strategic Analysis  
(b) Portfolio Analysis  
(c) Market Analysis  
(d) System Analysis **(1 Mark)**
3. Which will not be considered as a supporting activity?  
(a) Firm Infrastructure  
(b) HR Management  
(c) Inbound Logistic  
(d) Technology Development **(1 Mark)**
4. Which one is not the element of expanded marketing mix \_\_\_\_\_.  
(a) Price  
(b) People  
(c) Process  
(d) Physical Evidence **(1 Mark)**

5. Which is not the characteristics of stability strategy?  
(a) Less Risk  
(b) Involve minor improvement  
(c) Safety Oriented strategy  
(d) Involves redefinition of business  
**(1 Mark)**
6. Which of these is combination of firms engaged in same industry & is a merger with a direct competitor?  
(a) Vertical  
(b) Horizontal  
(c) Co-generic  
(d) Conglomerate  
**(1 Mark)**
7. Which is not the basis for differentiation?  
(a) Product  
(b) Price  
(c) Organization  
(d) Economic of scale  
**(1 Mark)**
8. Which is not the functional area of the organization?  
(a) Marketing  
(b) Financial  
(c) Production  
(d) None of these  
**(1 Mark)**
9. \_\_\_\_\_ not the type of merger.  
(a) Horizontal  
(b) Strategic  
(c) Vertical  
(d) None of these  
**(1 Mark)**
10. Discount, contests, money refund, installments etc. are the various tool of\_\_\_\_\_.  
(a) Personal Selling  
(b) Promotion  
(c) Advertisement  
(d) Sales Promotion  
**(1 Mark)**
11. In which structure employees have two superiors, a product or project manager & a functional manager?  
(a) Matrix Structure  
(b) Network Structure  
(c) Hourglass Structure  
(d) M-Form Structure  
**(1 Mark)**

12. \_\_\_\_\_ uses the authority of its office to exchange rewards, such as pay and statue.
- (a) Transformational Leadership
  - (b) Transactional Leadership
  - (c) Both (a) & (b)
  - (d) None 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. \_\_\_\_\_ helps in improving performance by learning from the best practices & the processes by which they are achieved.
- (a) BPR
  - (b) Strategic Change
  - (c) Benchmarking
  - (d) Strategic Leadership
- (1 Mark)**
15. Which process simply makes the individuals or organizations aware of the necessity for change & prepares them for such a change?
- (a) Unfreezing
  - (b) Change in new situation
  - (c) Refreezing
  - (d) None of these
- (1 Mark)**

**Question 8:**

"Strategy is partly proactive and partly reactive." do you agree? Give reasons for your answer.

**(5 Marks)**

**Question 9:**

(a) How is TOWS Matrix an improvement over the SWOT Analysis? Describe the construction of TOWS Matrix.

**(5 Marks)**

(b) Aurobindo, the pharmaceutical company wants to grow its business. Draw Ansoff's Product Market Growth Matrix to advise them of the available options.

**(5 Marks)**

**Question 10:**

(a) What is Divestment strategy? When is, it adopted?

**(5 Marks)**

(b) Distinguish between Cost Leadership and Differentiation Strategies.

**(5 Marks)**

**Question 11:**

- (a) State the factors of human resource that influence on employee's competence.  
**(5 Marks)**
- (b) What is supply chain management? Is it same as logistics management? Discuss.  
**(5 Marks)**

**Question 12:**

- (a) Discuss the leadership role played by the managers in pushing for good strategy execution.  
**(5 Marks)**
- (b) What is Benchmarking? Explain briefly the elements involved in Benchmarking process.  
**(5 Marks)**

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