

(GI-1, GI-2, GI-3, GI-4, VI-1 & SI-1)**DATE: 11.10.2019****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. Part of software which process data and generate report :
 - (a) Front End
 - (b) Back End
 - (c) Internal system
 - (d) None of these

(1 Mark)

2. Which of these refers to the ability of a network to recover from any kind of error like connection error, loss of data etc.?
 - (a) Resilience
 - (b) Bandwidth
 - (c) Contention
 - (d) None of these

(1 Mark)

3. SSL stands For :
 - (a) Security Service Layout
 - (b) Secret Supply Layover
 - (c) Secure Socket Layer
 - (d) Security Socket Layover

(1 Mark)

4. Sequence of events that uses input to produce output :
 - (a) Production
 - (b) Process
 - (c) Transaction
 - (d) Grouping

(1 Mark)

5. Buying & Selling of goods and services through wireless handheld devices.
 - (a) Traditional Commerce
 - (b) M-Commerce
 - (c) Web Commerce
 - (d) E-Commerce

(1 Mark)

6. Purchase, Goods Receipt, Invoice Processing & Payment are four components of _____.
 - (a) Purchase to pay
 - (b) Budgeting
 - (c) Order to Cash
 - (d) Inventory Cycle

(1 Mark)

7. Which business process deal with the core business & value chain?
(a) Operational
(b) Supporting
(c) Automated
(d) Management
(1 Mark)
8. Which of these is the degree of risk, on a broad-based level that an enterprise willing to accept in pursuit of its goals?
(a) Risk force
(b) Risk Appetite
(c) Risk Align
(d) None of these
(1 Mark)
9. There are two ways of using software :
(a) Installed Application & Secured Application
(b) Web Application & Segmented Application
(c) Virtual Application & Installed Application
(d) Installed Application & Web Application
(1 Mark)
10. XBRL is used around the world, in more than _____ Countries.
(a) 25
(b) 150
(c) 50
(d) 200
(1 Mark)
11. _____ is an attempt to obtain sensitive information such as usernames, passwords and credit Card details etc.
(a) Phishing
(b) Elimination
(c) Mitigation
(d) Appetite
(1 Mark)
12. Which is not a risk indicator ?
(a) Lack of input control
(b) Lack of evidence
(c) Lack of access control
(d) Lack of complexity
(1 Mark)
13. Which is the software of core banking system ?
(a) Finacle
(b) SAP
(c) Corel-draw
(d) Nero
(1 Mark)

14. Which is not a feature of financial & accounting module :
- (a) Creation of Organizational Structure
 - (b) General ledger Accounting
 - (c) Set Quality Targets to be met
 - (d) Tax Configuration

(1 Mark)

15. Which is not a benefit of Two Tier Architecture.
- (a) System performance is higher
 - (b) Ability to customize organization
 - (c) Having Simple Structure
 - (d) None of these

(1 Mark)

Question 2:

Please explain and distinguish Internal Controls and IT controls in banks.

(5 Marks)

Question 3:

- (a) Discuss in detail various components of E-Commerce.

(6 Marks)

- (b) What do you mean by Preventive Controls? Explain with the help of examples?

(4 Marks)

Question 4:

- (a) On joining a Manufacturing company XYZ, you are briefed about the functioning of different modules like Financial Accounting Module, Sales and Distribution Module, Human Resource Module, Material Management Module, Production Planning Module etc. Prepare a brief description on the Material Management Module (MM) based on your understanding.

(6 Marks)

- (b) Discuss important characteristics of Computer Based Information Systems.

(4 Marks)

Question 5:

- (a) What do you understand by the term 'Operating System'? Discuss various operations performed by the Operating System.

(6 Marks)

- (b) Explain the different types of Business Risks?

(4 Marks)

Question 6:

- (a) Briefly explain major components of a CBS solution.

(6 Marks)

- (b) Explain the positive aspects contained in the IT Act, 2000 and its provisions, from the perspective of e-commerce in India.

(4 Marks)

SECTION – B : STRATEGIC MANAGEMENT

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

Question 7:

1. When market & competitive conditions take an unexpected turn then required strategy is _____.
(a) Proactive
(b) Reactive
(c) Both
(d) None **(1 Mark)**

2. Organization can be classified as _____ on the basis of interest they have.
(a) Market Oriented & Prize Oriented
(b) General & Specific
(c) Broad & Narrow
(d) Commercial & Non-Commercial **(1 Mark)**

3. Which strategy has its objective of preserve market share?
(a) Build
(b) Hold
(c) Harvest
(d) Divest **(1 Mark)**

4. _____ is "a group of firms whose products have same & similar attributes such that they compete for same buyers".
(a) Industry
(b) Value Chain
(c) Competitive Landscape
(d) Strategy Analysis **(1 Mark)**

5. Which is not the major dimension of strategic decision making?
(a) Top management involvement
(b) Commitment of organizational resources
(c) Future Oriented
(d) Impact on short term prosperity of firm **(1 Mark)**

6. Which is not the characteristic of expansion strategy ?
(a) Redefinition of business
(b) Opposite of stability strategy
(c) Less Versatile strategy
(d) Fresh investment required **(1 Mark)**

7. Which strategy is most suitable for those firm who are in the maturity stage of product life cycle?
(a) Stability
(b) Expansion
(c) Retrenchment
(d) Combination **(1 Mark)**

8. Which is not the generic strategy of Michael Porter?
(a) Cost Leadership
(b) Growth Share Matrix
(c) Differentiation
(d) Focused strategy
(1 Mark)
9. Which of these has a basic idea to underprice competitors & thereby gain market share and sales, driving some competitors out of the market entirely?
(a) Differentiation
(b) Cost Leadership
(c) Focused
(d) None of these
(1 Mark)
10. Which is not the prominent area where human resource manager can play strategic role?
(a) Development of works ethics
(b) Empowerment of human resources
(c) Managing workforce Diversity
(d) Restricting the change
(1 Mark)
11. _____ can be observed in terms of male & female workers, young & old workers, etc.
(a) Empowerment
(b) Workforce Diversity
(c) Redesigned Ethics
(d) Vibrant Culture
(1 Mark)
12. _____ use charisma & enthusiasm to inspire people to exert them for good of the organization.
(a) Transformational Leadership
(b) Transactional Leadership
(c) Both (a) & (b)
(d) None of these
(1 Mark)
13. An _____ is nothing but an _____ who operates within the boundaries of organization.
(a) Entrepreneur, Intrapreneur
(b) Intrapreneur, Entrepreneur
(c) Both (a) & (b)
(d) None of these
(1 Mark)
14. A company will be successful only when the strategy _____ is sound & _____ is excellent.
(a) Implementation, Formulation
(b) Formulation, Implementation
(c) Both (a) & (b)
(d) None of these
(1 Mark)

15. Which of these involves general monitoring of various sources of information to uncover unanticipated information having a bearing on the organizational strategy.
- (a) Strategic Surveillance
 - (b) Special Alert Control
 - (c) Premise Control
 - (d) Implementation Control

(1 Mark)

Question 8:

Yummy Foods and Tasty Foods are successfully competing in the business of ready to eat snacks in Patna. Yummy has been pioneer in introducing innovative products. These products will give them good sale. However, Tasty Foods will introduce similar products in reaction to the products introduced by the Yummy Foods taking away the advantage gained by the former.

Discuss the strategic approach of the two companies. Which is superior?

(5 Marks)

Question 9:

- (a) Write a short note on Product Life Cycle (PLC) and its significance in portfolio diagnosis.

(5 Marks)

- (b) An industry comprises of only two firms-Soorya Ltd. and Chandra Ltd. From the following information relating to Soorya Ltd., prepare BCG Matrix:

Product	Revenues (in Rs.)	Percent Revenues	Profits (in Rs.)	Percent Profits	Percentage Market Share	Percentage Industry Growth rate
A	6 crore	48	120 lakh	48	80	+ 15
B	4 crore	32	50 lakh	20	40	+ 10
C	2 crore	16	75lakh	30	60	-20
D	50 lakh	4	5 lakh	2	5	-10
Total	12.5 crore	100	250 lakh	100		

(5 Marks)

Question 10:

- (a) What are the characteristics of objectives?

(5 Marks)

- (b) Under what conditions would you recommend the use of Turnaround strategy in an organization? What could be a suitable work plan for this?

(5 Marks)

Question 11:

- (a) What are the Advantages of Differentiation Strategy?

(5 Marks)

- (b) What do you mean by financial strategy of an organization? How the worth of a business is evaluated?

(5 Marks)

Question 12:

(a) Define corporate culture. Also, elucidate the statement "Culture is a strength that can also be a weakness".

(5 Marks)

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

(5 Marks)
