

(GI-11, GI-12+15, GI-13+14, SI-5)

DATE: 13.02.2020

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 of the following is not a component of Information Systems?
 - (a) People
 - (b) Data
 - (c) Network
 - (d) Transaction Processing System

(1 Mark)

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

(1 Mark)

3. 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)

4. 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

(1 Mark)

5. 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 immovable property to relatives
 - (d) Transferring fixed deposit to employees

(1 Mark)

6. Part of software which process data and generate report :
 - (a) Front End
 - (b) Back End
 - (c) Internal system
 - (d) None of these

(1 Mark)

7. SSL stands For :
- (a) Security Service Layout
 - (b) Secret Supply Layover
 - (c) Secure Socket Layer
 - (d) Security Socket Layover
- (1 Mark)**
8. Buying & Selling of goods and services through wireless handheld devices.
- (a) Traditional Commerce
 - (b) M-Commerce
 - (c) Web Commerce
 - (d) E-Commerce
- (1 Mark)**
9. 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)**
10. XBRL is used around the world, in more than_____Countries.
- (a) 25
 - (b) 150
 - (c) 50
 - (d) 200
- (1 Mark)**
11. To ensure that no un-authorized amendments can be made in data.
- (a) Confidentiality
 - (b) Integrity
 - (c) Availability
 - (d) Timeliness
- (1 Mark)**
12. ETL stands for:
- (a) Essential, Transfer & Language
 - (b) Extract, Transform & Load
 - (c) Enquiry, Total & Limitation
 - (d) Emergency, Transform & Language
- (1 Mark)**
13. Which database model allows the definition of the data & their structures, storage and retrieval operations & integrity constrains 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)**

14. 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)

15. Which is not an example of Artificial Intelligence?

- (a) SIRI
- (b) Alexa
- (c) Sophia
- (d) Wall-wart

(1 Mark)

Question 2:

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

(5 Marks)

Question 3:

(a) Briefly explain all the stages of Money Laundering and how banks are used in laundering money.

(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)

Question 4:

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

(6 Marks)

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

(4 Marks)

Question 5:

(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 characteristics of cloud computing.

(4 Marks)

Question 6:

- (a) 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.

(8 Marks)

- (b) What is Web 3.0?

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

1. 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)

2. Which is not the basis for differentiation?

- (a) Product
- (b) Price
- (c) Organization
- (d) Economic of scale

(1 Mark)

3. Which is not the functional area of the organization?

- (a) Marketing
- (b) Financial
- (c) Production
- (d) None of these

(1 Mark)

4. _____ not the type of merger.

- (a) Horizontal
- (b) Strategic
- (c) Vertical
- (d) None of these

(1 Mark)

5. Discount, contests, money refund, installments etc. are the various tool of_____.

- (a) Personal Selling
- (b) Promotion
- (c) Advertisement
- (d) Sales Promotion

(1 Mark)

6. 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)
7. 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)
8. 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)
9. 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)
10. Which of these are the base of measurement ?
(a) Vision
(b) Goals & Objective
(c) Business Definition
(d) Business Model
(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:

“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) 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)

Question 11:

(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 12:

(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)
