

**GENERAL INSTRUCTIONS TO CANDIDATES**

1. The question paper comprises two parts, Part I and Part II.
2. Part I comprises Multiple Choice Questions (MCQs).
3. Part II comprises questions which require descriptive type answers.
4. Ensure that you receive the question paper relating to both the parts. If you have not received both, bring it to the notice of the invigilator.
5. Answers to Questions in Part I are to be marked on the OMR answer sheet only. Answers to questions in Part II are to be written on the descriptive type answer book. Answers to MCQs, if written in the descriptive type answer book, will not be evaluated.
6. OMR answer sheet will be in English only for all candidates, including for Hindi medium candidates.
7. The bar coded sticker provided in the attendance register, is to be affixed only on the descriptive type answer book. No bar code sticker is to be affixed on the OMR answer sheet.
8. You will be allowed to leave the examination hall only after the conclusion of the exam. If you have completed the paper before time, remain in your seat till the conclusion of the exam.
9. Duration of the examination is 3 hours. You will be required to submit (a) Part I of the question paper containing MCQs, (b) OMR answer sheet thereon and (c) the answer book in respect of descriptive type answer book to the invigilator before leaving the exam hall, after the conclusion of the exam.
10. The invigilator will give you acknowledgement on Page 2 of the admit card, upon receipt of the above-mentioned items.
11. Candidate found copying or receiving or giving any help or defying instructions of the invigilators will be expelled from the examination and will also be liable for further punitive action.

**PART – II**

**70 marks**

**Section – A**

1. Question paper comprises 5 questions. Answer Question No. 1 which is compulsory and any 3 out of the remaining 4 questions.
2. Answers to the questions are to be given only in English except in the case of candidates who have opted for Hindi Medium. If a candidate has not opted for Hindi Medium, his/her answers in Hindi will not be evaluated.

**Section – B**

1. Question paper comprises 5 questions. Answer Question No. 6 which is compulsory and any 3 out of the remaining 4 questions.
2. Answers to the questions are to be given only in English except in the case of candidates who have opted for Hindi Medium. If a candidate has not opted for Hindi Medium, his/her answers in Hindi will not be evaluated.

MAY 2019

(2)

**KBG2**

**PART - II**

**Section - A**

IPCE (New Syllabus)

Paper - 1

Enterprise Information Systems  
& Strategic Management

Total No. of Printed Pages - 6

Maximum Marks - 70

Total No. of Questions - 10

GENERAL INSTRUCTIONS TO CANDIDATES

1. (a) Corporate governance is the framework of rules and practices, by which a board of directors ensures accountability, fairness and transparency in a company's relationship with all its stakeholders. List out the rules and procedures that constitute corporate governance framework. **3**

(b) Write any two application areas of Internet of Things (IOT). **2**

2. (a) A company XYZ is implementing the software by using the program development life cycle methodology and applying control phases in parallel to the development phases to monitor the progress against plan. Being an IT developer, design the various phases and their controls for program development life cycle. **6**

(b) Customer Relationship Management (CRM) is a system which aims at improving relationship with customers. **4**

Briefly explain any four key benefits of CRM module of ERP.

**KBG2**

(3)

**KBG2**

3. (a) Information Technology (IT) risks can be reduced by implementing the right type and level of control in automated environment that is done by integrated controls into information technology. **6**

Being an IT consultant, suggest various steps of IT related control to a branch manager of a bank.

- (b) A business organization is planning to increase the accuracy of information transferred and certifies the repeatability of the value-added task performed by the automation of business. **4**

Being a management consultant, identify any four major benefits that the organization can achieve through the automation of a business process.

4. (a) General controls are pervasive controls and apply to all systems components, processes and data for a given enterprise or systems environment. **6**

As an IT consultant, discuss some of the controls covered under general controls which you would like to ensure for a given enterprise.

- (b) Discuss the key activities, which require special attention for auditing the user access provisioning. **4**

**KBG2**

**P.T.O.**



(4)

**KBG2**

5. (a) Mobile computing is an important and rapidly evolving technology 8  
that allows users to transmit data from remote location to other  
locations in mobility condition.

Being a communication expert, identify the limitations in current  
scenario that impede or hesitate users to use this technology  
frequently.

- (b) A business organization is shifting from traditional accounting system 2  
to computerized accounting system. The organization needs to store  
the data that is relatively permanent and not expected to change  
frequently in accounting system.

As a financial expert, suggest any two types of such data in accounting  
system.

**OR**

Major features of an ERP system is central database.

Which are the options possible to different users while assigning  
access to it ?

**KBG2**

(5)

**KBG2**

**Section – B**

6. Gautam and Siddhartha two brothers are the owners of a cloth manufacturing unit located in Faridabad. They are doing well and have substantial surplus funds available within the business. They have different approaches regarding corporate strategies to be followed to be more competitive and profitable in future. **5**

Gautam is interested in acquiring another industrial unit located in Faridabad manufacturing stationery items such as permanent markers, notebooks, pencils and pencil sharpeners, envelopes and other office supplies. On the other hand, Siddhartha desires to start another unit to produce readymade garments.

Discuss the nature of corporate strategies being suggested by two brothers and risks involved in it.

7. (a) 'Strategic Management is not a panacea for all the corporate ills, it has its own pitfalls which can't counter all hindrances and always achieve success'. **5**

Do you agree with this statement ? Discuss.

- (b) What do you understand by 'Competitive Landscape' ? What are steps to understand the competitive landscape ? **5**

**KBG2**

**P.T.O.**

(6)

**KBG2**

8. (a) What are the characteristics which must be possess by objectives, to be meaningful to serve the intended role ? 5
- (b) Explain the prominent areas where the Human Resource Manager can play a strategic role. 5
9. (a) Discuss the leadership roles played by the managers in pushing for good strategy execution. 5
- (b) What do you mean by differentiation strategy ? How it is achieved ? 5
10. (a) What is Benchmarking ? Explain the various steps in Benchmarking process. 7
- (b) What is an Hour glass structure ? How it is beneficial for an organization ? 3

**OR**

Distinguish between Strategy Formulation and Strategy Implementation. 3

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