

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

DATE: 04.07.2020

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 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. 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)

3. 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)

4. 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

(1 Mark)

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

(1 Mark)

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

(1 Mark)

7. 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)
8. 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)
9. 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)
10. Which is not a category of business process?
(a) Operational
(b) Supporting
(c) Automated
(d) Management
(1 Mark)
11. Finacle & Finn One are example of _____.
(a) CBS
(b) XBRL
(c) BPA
(d) None of these
(1 Mark)
12. Which is the main principal on data protection & privacy enumerated under IT Act, 2000 ?
(a) Creating Civil & Criminal liability
(b) Declaring any computer as protected system
(c) Setting up of hierarchy of regulatory authority
(d) All the above
(1 Mark)
13. Which type of Risk does ERP involves :
(a) Physical & Electronic Safety of data
(b) Electronic & Regular safety of data
(c) Physical & Advance safety Of data
(d) Advance & External safety of data
(1 Mark)
14. What is the full form of C.R.T. ?
(a) Cathode Ray Tube
(b) Capable Ray Transformation
(c) Close Ray Turtles
(d) Controlled Ray Translation
(1 Mark)

15. Section 66 describes punishment for offence under _____ ?
- (a) Sec. 43
 - (b) Sec. 66-E
 - (c) Sec. 66-D
 - (d) Sec. 66-B

(1 Mark)

Question 2:

Explain the main components of Enterprise Risk Management.

(5 Marks)

Question 3:

- (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) Explain the different types of Business Risks?

(4 Marks)

Question 4:

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

(6 Marks)

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

(4 Marks)

Question 5:

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

(6 Marks)

- (b) Discuss various components of Mobile Computing.

(4 Marks)

Question 6:

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

(6 Marks)

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

(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)
