

(GI-1, GI-2+4, GI-3, GI-5+6 & VDI-1, VI-1, SI-1)
DATE: 24.08.2020 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 these is not an example of Relational Database?
 - (a) Access
 - (b) My SQL
 - (c) Java
 - (d) Oracle

(1 Mark)

3. 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)

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

(1 Mark)

5. 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)

6. 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)

7. 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)**
8. ETL stands for:
- (a) Essential, Transfer & Language
 - (b) Extract, Transform & Load
 - (c) Enquiry, Total & Limitation
 - (d) Emergency, Transform & Language
- (1 Mark)**
9. _____ Also known as Platform virtualization.
- (a) Server Consolidation
 - (b) Hardware Consolidation
 - (c) Database Consolidation
 - (d) Software Consolidation
- (1 Mark)**
10. In which form of ECS there is a single receiver of funds from a large number of customers?
- (a) ECS Credit
 - (b) ECS Debit
 - (c) Both (a) & (b)
 - (d) Neither (a) nor (b)
- (1 Mark)**
11. Following process are related to _____.
- (i) User Department,
 - (ii) Vendor,
 - (iii) Stores,
 - (iv) Accounts Payable
- (a) Customer order fulfilment
 - (b) Order to Cash
 - (c) Procure to pay
 - (d) None of these
- (1 Mark)**
12. Which is not a type of access :
- (a) Create
 - (b) Alter
 - (c) Delete
 - (d) Print
- (1 Mark)**
13. Tracing a transaction in a computerized system can be performed with help of _____.
- (a) Audit Hooks
 - (b) Integrated Test Facility
 - (c) Snapshots
 - (d) None of these
- (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 of IT Act 2000 describes punishment for offence under _____?
- (a) Sec. 43
 - (b) Sec. 66-E
 - (c) Sec. 66-D
 - (d) Sec. 66-B
- (1 Mark)**

Question 2:

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

(5 Marks)

Question 3:

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

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

(6 Marks)

- (b) Data that is waiting to be transmitted are liable to unauthorized access called 'Asynchronous Attack'. Explain various types of Asynchronous attacks on data.

(4 Marks)

Question 5:

- (a) As an Information Systems (IS) Auditor, you need to keep yourself up-to-date with the latest Audit tools, techniques and methodology to meet the demands of the job. Discuss about various Audit Tools that you should be aware about.

(6 Marks)

- (b) Write short notes on the following:

- (i) Snapshots
- (ii) Audit Hooks

(4 Marks)

Question 6:

- (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) List the key technology components of Core Banking System (CBS).

(4 Marks)

SECTION – B : STRATEGIC MANAGEMENT

Q. No. 7 & 8 is Compulsory,

Answer any three questions from the remaining four questions

Question 7:

Follow information give answers of following questions : (Question 1 to 5)

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		

- (1) Which product is star?

- (a) Product A
(b) Product B
(c) Product C
(d) Product D

(1 Mark)

- (2) Which product is dog?

- (a) Product A
(b) Product B
(c) Product C
(d) Product D

(1 Mark)

- (3) In which products retrenchment strategy should be followed?

- (a) Product A
(b) Product B
(c) Product C
(d) Product D

(1 Mark)

- (4) Which product is cash cow?

- (a) Product A
(b) Product B
(c) Product C
(d) Product D

(1 Mark)

- (5) Which product has the potential to be converted into star?
(a) Product A
(b) Product B
(c) Product C
(d) Product D
(1 Mark)
- (6) Which of the following managers' role is to translate the general statements/strategies into concrete strategies of their individual businesses-
(a) Supervisor
(b) Business level Manager
(c) CEO of the company
(d) All of the above
(1 Mark)
- (7) Strategic management allows an organization to be more
(a) Authoritative
(b) Participative
(c) Commanding
(d) Proactive
(1 Mark)
- (8) Which one is not the element of strategic intent?
(a) Business model
(b) Vision
(c) Business definition
(d) Business standard
(1 Mark)
- (9) Which one is not the type of merger?
(a) Structured
(b) Vertical
(c) Horizontal
(d) Conglomerate
(1 Mark)
- (10) Stability strategy is a _____ strategy.
(a) SBU level
(b) Corporate level
(c) Business level
(d) Functional level
(1 Mark)
- (11) Best-cost provider strategy involves providing customers more value for the money by emphasizing:
(a) Low cost and low quality difference
(b) Low cost and better quality difference
(c) High cost and low quality difference
(d) High cost and better quality difference
(1 Mark)

- (12) The marketing strategy which is used to reduce or shift the demand is:
- (a) Enlightened Marketing
 - (b) Synchro-Marketing
 - (c) Place Marketing
 - (d) Demarketing
- (1 Mark)**
- (13) An organizational structure with constricted middle level is:
- (a) Divisional structure
 - (b) Network structure
 - (c) Hour Glass structure
 - (d) Matrix structure
- (1 Mark)**
- (14) Change in company's _____ requires reallocation of resources necessitating need for changes in _____
- (a) Structure, Strategy
 - (b) Strategy, Structure
 - (c) Structure, Structure
 - (d) Strategy, Strategy
- (1 Mark)**
- (15) You are the head of operations of a company. When you focus on total or aggregate management functions in the sense of embracing the integrated activities of a complete departmental, you are practicing :
- (a) Strategic Control
 - (b) Management control
 - (c) Administrative Control
 - (d) Operations 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) Suresh Singhania is the owner of an agri-based private company in Sangrur, Punjab. His unit is producing puree, ketchups and sauces. While its products have significant market share in the northern part of country, the sales are on decline in last couple of years. He seeks help of a management expert who advises him to first understand the competitive landscape.

Explain the steps to be followed by Suresh Singhania to understand competitive landscape.

(5 Marks)

(b) What is a mission statement? State the points that may be considered while writing a mission statement of a company.

(5 Marks)

Question 10:

(a) What is Divestment strategy? When is, it adopted? **(5 Marks)**

(b) Differentiate between divestment and liquidation strategy. **(5 Marks)**

Question 11:

(a) Rahul Sharma is Managing Director of a company which is manufacturing trucks. He is worried about the entry of new business. What kind of barriers will help Rahul against such a threat? **(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) What do you mean by strategic leadership? What are two approaches to leadership style? **(5 Marks)**

(b) Discuss three methods for reassigning new patterns of behavior as proposed by H.C. Kellman. **(5 Marks)**

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