

(GI-1, GI-2, GI-3, GI-6, VI-1, SI-1, VDI-1)

DATE: 04.10.2021

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. OLAP stands for_____.
 - (a) Offline Analytical Processing
 - (b) Online Analytical Processing
 - (c) Online Analytical Product
 - (d) Offline Analytical Product

(1 Mark)

2. Which of the following is not a Corrective Control?
 - (a) Backup Procedure
 - (b) Rerun Procedure
 - (c) Contingency Planning
 - (d) Hash Totals

(1 Mark)

3. SCARF stands for_____.
 - (a) System Control Audit Review File
 - (b) System Control Audit Report File
 - (c) Simulation Control Audit Review File
 - (d) System Control Audit Review Format

(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. 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)

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

(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. _____ 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)**
9. To ensure that no un-authorized amendments can be made in data.
- (a) Confidentiality
 - (b) Integrity
 - (c) Availability
 - (d) Timeliness
- (1 Mark)**
10. Which is not a type of Data Analytics.
- (a) Transferable
 - (b) Quantitative
 - (c) Qualitative
 - (d) None of these.
- (1 Mark)**
11. _____ also known as Platform virtualization.
- (a) Server Consolidation
 - (b) Hardware Consolidation
 - (c) Database Consolidation
 - (d) Software Consolidation
- (1 Mark)**
12. 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)**
13. 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)**

MITTAL COMMERCE CLASSES CA INTERMEDIATE – MOCK TEST

14. In computer networks, _____ refers to the ability of a network to recover from any kind of error like connection failure, loss of data etc.
- (a) Routing
 - (b) Resilience
 - (c) Contention
 - (d) Bandwidth
- (1 Mark)**
15. 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)**

Question 2:

What is basic purpose of XBRL? Discuss its important features as well.

(5 Marks)

Question 3:

(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 4:

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

(6 Marks)

(b) A manufacturing company is implementing an ideal ERP software, where a single database is being utilized and it contains all the data for various software modules. Identify the modules of an ideal ERP software along with their functions.

(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) Briefly explain major components of a CBS solution.

(4 Marks)

Question 6:

(a) Draw a Flowchart for the following process:

Leebay is a new e-commerce web site that is setting up business in India. Leebay and their partner bank Paxis have come up with a joint promotion plan for which the following offers are proposed. Customers can either log in through a mobile app or directly from the website:

- (1) If the payment mode chosen is 'Paxis Credit', then a 20% discount is given to the user.
- (2) If the payment mode chosen is 'Paxis Debit', then a 10% discount is given to the user.
- (3) If other payment modes are used, then no discount is given.

Also, to promote the downloads of its new smart phone app, the company has decided to give the following offer:

1. If the purchase mode is 'Mobile App', then no surcharge is levied on the user.
2. If any other purchase mode is used, then additional 5% surcharge is levied on the user. This surcharge is applied on the bill after all necessary discounts have been applied.

With bill amount, payment mode and purchase mode as inputs, draw a flowchart for the billing procedure for Leebay.

(8 Marks)

- (b)** Explain Proxy Server.

(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 something that has to do with war & ways to win over enemy ?
 - (a) Strategy
 - (b) Management
 - (c) Execution
 - (d) Monitoring

(1 Mark)

2. Corporate level of management does consists of _____.
 - (a) Board of directors
 - (b) Chief Executive Officer
 - (c) Corporate staff
 - (d) All the above

(1 Mark)

3. Which of the following is the most risky strategy of Ansoff market product growth matrix?
 - (a) Market Penetration
 - (b) Market Development
 - (c) Product Development
 - (d) Diversification

(1 Mark)

4. In which stage of product life cycle the competition is negligible?
 - (a) Introduction
 - (b) Growth
 - (c) Maturity
 - (d) Decline

(1 Mark)

5. Which is not the characteristic of objectives ?
(a) Understandable
(b) Challenging
(c) Measurable
(d) Uncontrollable
(1 Mark)
6. Which is a popular strategy that tends to be equated with dynamism, vigor, promise & success?
(a) Stability
(b) Expansion
(c) Retrenchment
(d) Combination
(1 Mark)
7. In which type of merger organizations are associated in some way or related to production processes, business markets, or basis required technologies?
(a) Vertical
(b) Horizontal
(c) Co-generic
(d) Conglomerate
(1 Mark)
8. Which is not the way of best cost provider strategy?
(a) Lower price with comparable feature
(b) Similar price with more feature
(c) Higher price with same feature
(d) None of these
(1 Mark)
9. Which strategy is most effective when consumers have distinctive preferences or requirement & rival firms are not attempting to specialize in same target segment?
(a) Cost Leadership
(b) Differentiation
(c) Focused strategy
(d) None of these
(1 Mark)
10. Which is not included in the expanded market mix?
(a) Physical Evidence
(b) Promotion
(c) Process
(d) People
(1 Mark)
11. Which of these is not a cost effective way of reaching a large number of customer?
(a) Personal Selling
(b) Advertisement
(c) Publicity
(d) Sales Promotion
(1 Mark)

12. The person who perceives the business idea & take steps to implement the idea is known as _____
(a) Entrepreneur
(b) Strategists
(c) Consultant
(d) Manager
(1 Mark)
13. Every organization has _____ organizational culture.
a) Similar
b) Related
c) Unique
(d) None of these
(1 Mark)
14. _____ is a point of reference against which things maybe compared and by which something can be measured and judged.
(a) BPR
(b) Strategic Change
(c) Strategic Leadership
(d) Benchmarking
(1 Mark)
15. Which of these focuses on effectiveness ?
(a) Strategy Formulation
(b) Strategy Implementation
(c) Strategy Planning
(d) None of these
(1 Mark)

Question 8:

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)

Question 9:

(a) Distinguish between the three Levels of Strategy Formulation.

(5 Marks)

(b) Write a short note on SWOT analysis.

(5 Marks)

Question 10:

(a) Briefly discuss the difference between vision and mission.

(5 Marks)

(b) Distinguish between the following:

(i) Concentric Diversification and Conglomerate Diversification.

(5 Marks)

Question 11:

(a) How can company Achiev Differentiation Strategy.

(5 Marks)

(b) Discuss the major steps in implementing supply chain management system in a business organization.

(5 Marks)

Question 12:

(a) What is an 'hour glass structure'? How can this structure benefit an organization?

(5 Marks)

(b) What is strategic control? Briefly explain the different types of strategic control?

(5 Marks)

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