

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: (ONE MARK FOR EACH QUESTION)-**

1. Ability of a Network to recover from error is called-
 - (a) Routing
 - (b) Resilience
 - (c) Contention
 - (d) Band width

2. An order to cash cycle consists of-
 - (a) Customer order
 - (b) Order fulfillment
 - (c) Invoicing
 - (d) Career development

3. What is the primary objective of SPDI-
 - (a) Protecting computer software
 - (b) Securing critical information
 - (c) Securing personal information
 - (d) None of the above

4. Accounting process flow does not includes-
 - (a) Source document
 - (b) Journal
 - (c) Ledger
 - (d) Trading business

5. Which of the following is not an operating system-
 - (a) Android
 - (b) Blackberry OS
 - (c) Firefox OS
 - (d) Chrome OS

6. Hierarchy of database includes-
 - (a) Characters
 - (b) Field
 - (c) Record
 - (d) All of above

7. BHIM is an example of-
 - (a) Universal payment interface
 - (b) Mobile App
 - (c) Mobile Hardware
 - (d) Wallet

8. UPI stands for-
 - (a) Unified payment interface
 - (b) Universal payment interface
 - (c) Universal pre interface
 - (d) None of above

9. 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

10. Full form of AEPS is-
 - (a) Aadhar enabled payment station
 - (b) Aadhar employed payment station
 - (c) Aadhar enabled payment service
 - (d) Aadhar enterprise payment service

11. Application areas of computer based applications includes-
 - (a) Marketing
 - (b) Sales
 - (c) Production
 - (d) Inventory
 - (e) All of the above

12. Which of the following is a general control-
 - (a) Setting database security
 - (b) Edit check
 - (c) Completeness check
 - (d) Format check

13. Which of the following is not an objective of internal control-
 - (a) Compliance with applicable laws & regulations
 - (b) Meeting sales target
 - (c) Effectiveness & efficiency of operations
 - (d) Reliability of reporting

14. Which is a cybercrime-
 - (a) Software piracy
 - (b) Physical theft at branch
 - (c) Breaking into ATM
 - (d) None of the above

15. Which of the following is not a business risk-
 - (a) Strategic
 - (b) Financial
 - (c) Operational
 - (d) Environmental

(15 Marks)

Question 2:

What are the pros & cons of having single software for account & tax compliance?

(5 Marks)

Question 3:**DEFINE?**

- (a) BHIM-
- (b) Cache Memory-
- (c) XBRL-
- (d) BYOD-
- (e) Audit Hooks-

(2 Marks each=Total 10 Marks)

Question 4:

- (a) What are the risk associated with CBS Software.

(6 Marks)

- (b) Define computer network. Explain connection oriented & connectionless networks.

(4 Marks)

Question 5:

- (a) Write about various functions performed by operating system.

(6 Marks)

- (b) Define cloud computing? Explain its characteristics.

(4 Marks)

Question 6:

- (a) Draw a flowchart to find sum of first 100 even no.'s.

(6 Marks)

- (b) Explain business intelligence & its benefits.

(4 Marks)

SECTION – B : STRATEGIC MANAGEMENT**Q. No. 7 & 8 is Compulsory,**

Answer any three questions from the remaining four questions

Question 7:

1. The more intensive the _____, the less attractive is the industry.
 - (a) Rivalry
 - (b) Controls
 - (c) Strategy
 - (d) Management

2. Which is not control-
 - (a) Operational
 - (b) Management
 - (c) Strategic Surveillance
 - (d) None

3. The concept of TOWS matrix was developed by _____.
 - (a) Igor H. Ansoff
 - (b) William F. Gluek
 - (c) Heinz Wehrich
 - (d) Arthur D. Little

4. Once corporate strategy has defined company's overall mission & objective, _____ plays a role in carrying out these objectives.
 - (a) Production
 - (b) Marketing
 - (c) Financing
 - (d) Research & Development

5. Which is not the field of advantage with strategic alliance?
 - (a) Organizational
 - (b) Economic
 - (c) Political
 - (d) None of these

6. The person who perceives the business idea & take seteps to implement the idea is known as _____
 - (a) Entrepreneur
 - (b) Strategists
 - (c) Consultant
 - (d) Manager

7. Modern marketing is highly _____ oriented.
 - (a) Place
 - (b) Price
 - (c) Product
 - (d) Promotion

8. Which of these does not explain the philosophy of organization?
 - (a) Vision
 - (b) Mission
 - (c) Goals & Objective
 - (d) Business Model

9. Which of these refers to the analysis & redesign of workflows and processes both within and between the organization?
 - (a) Business Process Re-Engineering
 - (b) Benchmarking
 - (c) Strategic Change
 - (d) Strategic Leadership

10. Which is not the disadvantage of M-form structure?
 - (a) Impossible to assess individual products profit contribution
 - (b) Top managers become over involved in solving short-run problems
 - (c) Optimal Allocation of firm resources between products was difficult
 - (d) None of these

11. Which of these is a set of logically related tasks or activities oriented towards achieving a specified outcome?
 - (a) Strategic Controls
 - (b) Analytical Programs
 - (c) Market Policies
 - (d) Business Process

12. Buyer bargaining power has leverage when_____.
- (a) Buyers have full knowledge
 - (b) Buyers have invested a lot of money
 - (c) Buyers are more concentrated than firms
 - (d) All the above
13. Which is not the basis for differentiation?
- (a) Product
 - (b) Prize
 - (c) Organization
 - (d) Economic of scale
14. Which is not the characteristic of globalization?
- (a) Conglomerate of multiple units
 - (b) Common Pool of resources
 - (c) Common Strategy
 - (d) High Transpersonal Cost
15. Which is a relationship between two or more businesses that enables each to achieve certain strategic objectives which neither would be able to achieve on its own?
- (a) Diversification
 - (b) Acquisition
 - (c) Strategic Alliance
 - (d) Merger

(1 Mark Each X 15 = 15 Marks)

Question 8:

What is strategic control? Briefly explain the different types of strategic control?

(5 Marks)

Question 9:

(a) What is strategic decision making? Briefly explain the major dimensions of strategic decisions.

(5 Marks)

(b) What do you mean by strategic leadership? What are two approaches to leadership style?

(5 Marks)

Question 10:

(a) Describe the construction of BCG matrix and discuss its utility in strategic management.

(5 Marks)

(b) What strategic option is available to the management of a sick company dealing in an electric home appliances? Give reasons for your answer.

(5 Marks)

Question 11:

(a) State the factors of human resource that influence on employee's competence.

(5 Marks)

- (b) What do you understand by promotion? What are various promotion tools adopted by organization?

(5 Marks)

Question 12:

- (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 is Strategic Management? What benefits accrue by following a strategic approach to managing?

(5 Marks)

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