

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

DATE: 09.08.2022

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. Money Laundering is commonly used by criminals to make dirty money appear legitimate. In this context, which stage of Money Laundering involves the bank transfers between different accounts in different names in different countries making frequent deposits and withdrawals?
 - (a) Placement
 - (b) Layering
 - (c) Integration
 - (d) Financing

(1 Mark)

2. XYZ is a service provider company that decides to adopt Three tier client-server architecture for setting up of network architecture for a shoe making company. What would be the sequence of three tiers that are used in three-tier client-server architecture?
 - (a) Presentation tier, Middle tier, Database tier
 - (b) Middle tier, Database tier, Presentation tier
 - (c) Database tier, Logic tier, Client tier
 - (d) Client tier, Data tier, Database tier

(1 Mark)

3. A Database Model is a type of data model that determines the logical structure of a database and fundamentally determines in which manner can data be stored, organized, and manipulated. Which of the following database model stores and organizes data in a table structure?
 - (a) Network Database model
 - (b) Hierarchical Database model
 - (c) Object oriented Database model
 - (d) Relational Database model

(1 Mark)

4. Identify from the following controls of Information System that deals with framing of high-level IT policies, procedures, and standards on a holistic view.
 - (a) Management Controls
 - (b) Environmental Controls
 - (c) Access Controls
 - (d) Physical Controls

(1 Mark)

5. Mr. Rajiv is an accountant of XYZ Private Ltd. Company who takes care of all the transactions made by company. He is making a voucher for transfer of fund from company's one bank account to company's other bank account. Which of the following voucher is Mr. Rajiv preparing?
- (a) Contra
 - (b) Payment
 - (c) Receipt
 - (d) Journal
- (1 Mark)**
6. Mr. X works on Financial and Accounting System of a private firm and maintains different types of master data in the system. Which of the following master data is not controlled by the user and depends on the changes recommended by the government time-to-time?
- (a) Payroll Master data
 - (b) Statutory Master data
 - (c) Inventory Master data
 - (d) Accounting Master data
- (1 Mark)**
7. The implementation of _____ involves Extract, Transform and Load (ETL) procedures in coordination with a data warehouse and then using one or more reporting tools.
- (a) Business Reporting
 - (b) Inventory Accounting
 - (c) Financial Accounting
 - (d) Payroll Accounting
- (1 Mark)**
8. In Accounting System, various types of vouchers are required to maintain transactions within organization. Which of the following transaction is not recorded in the voucher type "Contra" of the Accounting System?
- (a) Cash deposit in bank
 - (b) Cash withdrawal in bank
 - (c) Cash transfer from one location to another
 - (d) Recording of all types of trading sales by any mode
- (1 Mark)**
9. Organizations implementing ERP should be abreast of latest technological development. The control where care must be taken while selecting the vendor and upgrade contracts should be signed to minimize the risks, it belongs to aspect of technological risks.
- (a) Technological Obsolescence
 - (b) Application Portfolio Management
 - (c) Enhancement and Upgrades
 - (d) Software Functionality
- (1 Mark)**
10. Corrective controls are designed to reduce the impact or correct an error once it has been detected. Which of the following is not an example of Corrective Control?
- (a) Backup Procedure
 - (b) Rerun Procedure
 - (c) Contingency Planning
 - (d) Hash Total
- (1 Mark)**

11. Under Application Controls of Information Systems, _____ maintains the chronology of events that occur either to the database definition or the database itself.
- (a) Output Controls
 - (b) Input Controls
 - (c) Database Controls
 - (d) Processing Controls
- (1 Mark)**
12. Nice Collection is women apparel store with many branches in various cities of India. The management of store uses data mining technique to make analysis to determine the sale on weekends of festive month in cities with population less than 70,000. Which of the following is not involved in the technique used?
- (a) Data Integration
 - (b) Data Selection
 - (c) Data Transformation
 - (d) Data Distribution
- (1 Mark)**
13. Output Controls are responsible to ensure that the data delivered to users will be presented, formatted, and delivered in a consistent and secured manner. Which of the following activity does not fall under the purview of Output Control?
- (a) Spooling
 - (b) Storage and Logging of sensitive, critical forms
 - (c) Asset Safeguarding
 - (d) Control over printing
- (1 Mark)**
14. ABC Company as its business policy allows employees of managerial level to use their preferred computing devices for business purpose. While working, Mr. Suraj connected his laptop to company's network and an application virus infected the company's database. Which of the following risks best describes the above situation?
- (a) Implementation Risk
 - (b) Network Risk
 - (c) Application Risk
 - (d) Device Risk
- (1 Mark)**
15. The following steps are involved in the working of Mobile Computing.
- (i) The user enters or accesses data using the application on handheld computing device.
 - (ii) Now, both systems (handheld and site's computer) have the same information and are in sync.
 - (iii) The process works the same way starting from the other direction.
 - (iv) Using one of several connecting technologies, the new data are transmitted from handheld to site's information system where files are updated and the new data are accessible to other system user.
- Identify from following the correct sequence.
- (a) (i), (ii), (iii), (iv)
 - (b) (iv), (iii), (ii), (i)
 - (c) (i), (ii), (iv), (iii)
 - (d) (i), (iv), (ii), (iii)
- (1 Mark)**

Question 2:

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

(5 Marks)

Question 3:

(a) Data is a critical resource that must be organized, controlled and managed properly. In order to achieve the same purpose, XYZ Ltd. decided to transform all its data into digitized form. As a Database Administrator of the company, you are required to suggest major advantages of Database Management Systems (DBMS) to the top management.

(6 Marks)

(b) Briefly explain the advantages of business policy "Bring Your Own Device" (BYOD).

(4 Marks)

Question 4:

(a) Core Banking System/Solution (CBS) has become a mandatory requirement in the banking system. CBS are usually running 24 x 7 to support Internet banking, Mobile banking, ATM services, etc. with the help of its various modules. Most of the key modules of CBS are connected to a Central Server. As an IT expert, discuss any three Back End Applications/ Modules and any three Front End Applications/Modules of CBS.

(6 Marks)

(b) What is Mobile Computing? Explain the key components of Mobile Computing.

(4 Marks)

Question 5:

(a) Explain the main components of Enterprise Risk Management.

(6 Marks)

(b) Write short notes on the following:

- (i) Snapshots
- (ii) Audit Hooks

(4 Marks)

Question 6:

(a) Please explain and distinguish Internal Controls and IT controls in banks.

(5 Marks)

(b) What are the advantages of using flowcharts?

(5 Marks)

SECTION – B : STRATEGIC MANAGEMENT**Q. No. 7 & 8 is Compulsory,****Answer any three questions from the remaining four questions****Question 7:**

1. Trekking Poles is a small company based in the Himalayan ranges in India. It is known in the region for its hill walking sticks. Trekking Poles sell specialist walking equipment in their small shop at the foot of the mountains. They do not have a website yet have been able to sell their products at premium prices. Which of the following one of Porter's generic strategies best fits Trekking Poles?
 - (a) Cost leadership
 - (b) Differentiation
 - (c) Focused cost leadership
 - (d) Focused differentiation

(1 Mark)

2. An organisation during its strategy planning envisaged entire situation and created a strategy framework. But in mean time after implementation, it realised that its framework is not effective in certain unique unplanned situations. What could be the reason for such ineffectiveness?
 - (a) Strategy is "partly proactive and Partly reactive"
 - (b) Lack of analysis and proper planning
 - (c) Strategy is highly reactive and highly proactive
 - (d) Improper creation of strategic framework

(1 Mark)

3. A famous restaurant enjoys full occupancy during the lunch and dinner time for last few months. In fact, many customers go back as they have to wait for their turn. Between 15:00 hours to 18:00 hours, the occupancy rate is near to nil. To raise the footfalls of customers during this lean time, the owner offers a discount of 20% on total bill if a customer comes in these 3 hours. Which type of marketing strategy does the restaurant follow to attract the customers in the lean period?
 - (a) Differential Marketing
 - (b) Synchro-marketing
 - (c) Place Marketing
 - (d) Concentrated Marketing

(1 Mark)

4. Mixfix was having a tough time with its operations and wanting to restructure itself from scratch. For this, they consult a veteran in business strategy, Mrs. Sunita K, who post analysis of their business said, "your dead business is worth more than alive". What did Mrs. Sunita hint at?
 - (a) Restructuring Business
 - (b) Liquidation
 - (c) Business Process Re-engineering
 - (d) Divestment

(1 Mark)

5. During which stage of the Product Life Cycle will marketing strategies need to concentrate on differentiating a product from competing products, building brand loyalty and offering incentives to attract competitor's customers to switch?
- (a) Decline
 - (b) Growth
 - (c) Maturity
 - (d) Introduction
- (1 Mark)**
6. Dee Limited is an international clothing retailer. The company is making the following decisions:
- i. Should another range of shops be established?
 - ii. Should the company float more share capital?
 - iii. How will the premises be fitted out for the new range of shops?
- Which of the above decisions will be taken by corporate level managers?
- (a) Only (i)
 - (b) Only (ii)
 - (c) (i) & (ii)
 - (d) (ii) & (iii)
- (1 Mark)**
7. Catalyst Polymers, a textile producing firm, has witnessed unprecedented sales growth in the last few years due to favorable market conditions abroad. As a result, the company diversified its activities to Chemical Manufacturing, Steel Forging and Metal Dye Manufacturing. The investment in steel forging in particular has not been successful due to strict environmental laws enacted by the Government. The said strategic business unit (SBU) though generates enough cash to sustain but does not have much future and sometimes requires cash for survival. Consequently, the management has engaged an expert in the field to help them classify the SBUs. Employing the Boston Consulting Group (BCG) Growth-Share Matrix, the expert advised the company to disinvest or liquidate Steel Forging SBU. Classify the Steel Forging SBU into the most appropriate matrix.
- (a) Star
 - (b) Cash cow
 - (c) Question mark
 - (d) Dog
- (1 Mark)**
8. Training Co. operates a network of accounting training centres throughout Europe, the US and Australia. The business intends to enter developing markets in order to drive growth and has now decided to enter India which is 7,500 kilometres from the Training Co.'s UK headquarters. The Board has suggested that it will require externally focused management information to move into India. Which of the following is an external factor(s) that the Board should consider while implementing its strategy?
- (a) Key local rivals and their strengths and weaknesses
 - (b) Courses are suitable for this market
 - (c) Timing of the courses (Public holidays, religious festivals, etc to be avoided)
 - (d) All of the above
- (1 Mark)**

9. Match the core competencies for the following industry:

| | |
|-----------------------------|---|
| 1. Automobile Industry | A. Styling, efficient dealer network performance |
| 2. Food Processing Industry | B. Reputation, innovative new policies |
| 3. Life Insurance Industry | C. Right mix available in each store, pricing |
| 4. Super Market Industry | D. Health Aspects, New Product development, good distribution channel |

- (a) 1-A, 2-D, 3-B, 4-C
- (b) 1-D, 2-A, 3-C, 4-B
- (c) 1-A, 2-B, 3-C, 4-D
- (d) 1-B, 2-C, 3-D, 4-A

(1 Mark)

10. Adolf Play Sportswear sells a variety of sportswear under its own well- known brand name. In order to have detailed strategies for the company’s objectives, which of the following cannot be considered as a “Strength” as per SWOT analysis?

- (a) High market share
- (b) Excellent brand awareness
- (c) Strong revenue growth (compared to industry average of 10%)
- (d) Possibility of new product to be introduced in the market for new sport at the world championship

(1 Mark)

11. T Ltd. is a Delhi based super market, which has grown from a position where 30 years ago it had a revenue of around Rs. 50 crores p.a. to a position today where revenue exceeds Rs. 5000 crores p.a. and profit exceed Rs. 1000 crores p.a. It has achieved this growth through a combination of strategies many of which can be plotted on to the Ansoff matrix?

Existing products New products

| | | |
|------------------|---|---|
| Existing markets | A | C |
| New markets | B | D |

- (i) Expansion into clothing and electrical sales
- (ii) 24-hour opening
- (iii) Selling its products on internet
- (iv) Overseas expansion
- (a) A-(ii) D-(ii) B-(iii) C-(iv)
- (b) B-(i) C-(ii) A-(iii) D-(iv)
- (c) C-(i), A-(ii) D-(iii) B-(iv)
- (d) D-(i) B-(ii) C-(iii) A-(iv)

(1 Mark)

12. Beta Company, a car manufacturer is buying up a supplier so that it gets a dedicated supplier with both guaranteed quality and price. The material could be manufactured when required by Beta Company leading to lower inventory levels.

Which strategy has Beta Company adopted?

- (a) Backward integration
- (b) Forward integration
- (c) Conglomerate diversification
- (d) Horizontal integrated diversification

(1 Mark)

13. Mr. Vicky Verma, a Gwalior based entrepreneur, has entered into an exclusive-retail deal with an Italian company selling 'Fantasy-3D', a Hologram LED Fan, which is being used for advertising at public places. Mr. Verma has procured a total of 500 units of the product and paid upfront as per the seller's policy. This resulted in blocking of his working capital significantly and the shipment is expected in a month. Meanwhile his continued efforts of establishing relations with the marketing heads of corporates resulted in a series of meetings, where he demonstrated his specialist product knowledge by changing the hologram images on personalised basis and as per the specifications of the customer. The management of a big automotive company was impressed with the quality and adaptability of the product, and awarded a contract of 125 units to be displayed in the auto-maker's showrooms. Identify and mark the product promotion strategy adopted by Mr. Verma.
- (a) Personal selling
 - (b) Sales promotion
 - (c) Advertising
 - (d) Publicity
- (1 Mark)**
14. GetWellSoon Limited is a health provider and has only large, edge of town hospitals. It is considering setting-up additional small city centre clinics capable of treating less-serious day cases. Which of the following will fall under "Strategy Implementation"?
- (1) Acquiring and fitting out clinics
 - (2) Hiring and/or transferring staff
 - (3) Publicity, so that patients know where and when to go
 - (4) Liaison with general practitioners and the main hospitals
- (a) Only (d)
 - (b) (b) & (d)
 - (c) (a), (b) & (d)
 - (d) (a), (b), (c) & (d)
- (1 Mark)**
15. Compliance, Identification and Internalization are the three processes involved in:
- (a) Refreezing
 - (b) Defreezing
 - (c) Changing behavior patterns
 - (d) Breaking down old attitudes
- (1 Mark)**

Question 8:

What are the important aspects of the process of implementation of strategy?

(5 Marks)

Question 9:

(a) STU's association with India goes back to 1967, when it played a key role in constructing a very long highway in India spreading over multiple states. Since then, it is contributing in many ways to the country's growth story. Now it is looking at playing an active role in the key projects taken up by the central government. Suggest few Opportunities and Threats that the company should consider.

(5 Marks)

(b) "There are certain conditions or indicators which point out that a turnaround is needed if the company has to survive". Discuss.

(5 Marks)

Question 10:

(a) Discuss the leadership role played by the managers in pushing for good strategy execution.

(5 Marks)

(b) What is Benchmarking? Explain briefly the elements involved in Benchmarking process.

(5 Marks)

Question 11:

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

(5 Marks)

(b) How can company Achiev Differentiation Strategy.

(5 Marks)

Question 12:

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

(5 Marks)

(b) Write short note on Importance of Strategic Management.

(5 Marks)

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