

(GI-1, GI-2, VI-VDI-SI-1,2)**DATE: 21.09.2022****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. An Enterprise Information System (EIS) provides a technology platform that enables organizations to integrate and coordinate their business processes on a robust foundation. Identify the statement that does not fall under the list of objectives of EIS.
 - (a) Reduce service cycles
 - (b) Identify manual processes
 - (c) Reduce costs
 - (d) Increase operational efficiency

(1 Mark)
2. Depending on the size, nature of work and complexity involved in the processes of an organization; business processes are often broken up into different categories – Primary, Secondary and Management Processes. Which one of the following falls under the purview of Primary Processes?
 - (a) Deals with legal compliance
 - (b) Deals with the core business and value chain
 - (c) Deals with core processes and functions within an organization
 - (d) Deals with measuring, monitoring and control activities

(1 Mark)
3. A manufacturing company is facing an issue of not being able to provide timely supply of its products to the customers. Mr. Anil, an IS Auditor of this company identified that the delay is due to the manual processing of certain processes involved in the company. He suggested that the company should adopt_____to overcome the problem.
 - (a) Core Banking Systems
 - (b) Strategic Level Systems
 - (c) Business Process Automation
 - (d) Expert Systems

(1 Mark)
4. Mr. X has setup his new business of manufacturing color pens. He is well known about various kinds of risks involved in his business; however, he unintentionally violated some industry regulations while setting up his business. Which category of the risk does this refer to?
 - (a) Strategic
 - (b) Financial
 - (c) Compliance
 - (d) Operational

(1 Mark)

5. Gigs and Gigs, the food court in a shopping mall wants to automate its manual cash counter into an automated card system. Same card can be used at various food outlets in the food court. This automation optimizes the information flow in service and billing. Identify from the following objectives of Business Process Automation that Gigs and Gigs is achieving by using this method.
- (a) Governance & Reliability
 - (b) Reduced Costs
 - (c) Reduced Turnaround Time
 - (d) Quality and consistency
- (1 Mark)**
6. Mr. Z is pursuing the course of MCA and is undergoing the practical training in an e-Commerce company. He has been given a task to prepare a flowchart describing the flow of transactions through various modes of payment used by customers to pay the bill to company. Identify the terminology that is irrelevant to the process of making of flowcharts.
- (a) Process
 - (b) Decision
 - (c) Document
 - (d) Risk
- (1 Mark)**
7. Enterprise Risk Management (ERM) framework consists of interrelated components that are used to identify events that are relevant to organization's objective. Identify which of the following is not a component of ERM Framework.
- (a) Internal environment
 - (b) Organization chart
 - (c) Objective setting
 - (d) Event identification
- (1 Mark)**
8. The objective of Internal Control is to enable an organization to manage its challenges or disruptions seamlessly. Identify which of the following is not an objective of Internal Control.
- (a) Compliance with applicable laws and regulations
 - (b) Meeting sales targets
 - (c) Reliability of reporting
 - (d) Effectiveness and efficiency of operations
- (1 Mark)**
9. 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)**
10. ABC Corporative bank strictly follows the policy of Sensitive Personal Information. Choose the attribute that is not defined as Sensitive Personal Information.
- (a) Home address
 - (b) Password
 - (c) Financial information
 - (d) Biometric information
- (1 Mark)**

11. Mr. Shravan, HR Manager of a Multinational Company (MNC) asked his subordinate to prepare the files of various processes involved in Human Resource Management. Which of the following does not form part of HR Management?
- (a) Training and Development
 - (b) Career Development
 - (c) Leadership Development
 - (d) Invoicing
- (1 Mark)**
12. To make a success in the business and to reduce the timing of manual work, the organization should implement Business Process Automation (BPA) which involves documentation as well. Which of the following is not a benefit of documentation of BPA implementation?
- (a) Clarity on the process
 - (b) To find the bottlenecks
 - (c) Identify the source of inefficiency
 - (d) Design new policy format
- (1 Mark)**
13. An online store follows a process of intimating about whole tracking of the order placed by the customers through SMS on their registered mobile numbers. This activity is a perfect example of_____.
- (a) Supply Chain Management
 - (b) Customer Relationship Management
 - (c) Order to Cash Cycle
 - (d) Procure to Pay
- (1 Mark)**
14. A huge oil spilled from an oil well run by British Petroleum, one of largest oil companies in world, and resulted in an assessed environmental damage of about USD 20 Billion. The company expended an amount of USD 2 Billion on promotional ads informing the world that it is an environment friendly company. The promotional advertisements were done to prevent the company from_____damage.
- (a) Strategic
 - (b) Operational
 - (c) Financial
 - (d) Reputational
- (1 Mark)**
15. A bank shares financial data of its borrowers with third-party without consent of borrowers. Identify the rule of Sensitive Information and Personal Data Rules, 2011 that bank has violated.
- (a) Rule 3
 - (b) Rule 4
 - (c) Rule 5
 - (d) Rule 6
- (1 Mark)**

Question 2:

Mr. Rajesh is regional manager of a company who advised his management for Business Process Automation to sustain in market. He has prepared list of benefits of Automating Business Process. Elaborate the content of list that Mr. Rajesh may have prepared.

(5 Marks)

Question 3:

- (a) An operating system allows users and their applications to share and access common computer resources and execute a variety of activities. Hence, protecting operating system access is extremely crucial. Identify various steps through which protection of operating system access can be achieved. **(6 Marks)**
- (b) In the Core Banking Systems, the central server supports the entire banking process through front-end and back-end applications and enables the users to access numerous online banking facilities 24x7. Explain various Front-end applications of Core Banking Systems. **(4 Marks)**

Question 4:

- (a) Subsequent to demonetization, one of your elderly neighbour, who was using traditional digital methods of making payments like cards, net banking etc., asked for your help to know about the various new methods of Digital Payments. Identify and explain various new methods of Digital Payments for him. **(6 Marks)**
- (b) 'Web Applications' are one of the two ways of using a software including financial and Accounting Software and now-a-days, the use of web applications is increasing rapidly. You, being an IT consultant, have to list out some of the advantages and disadvantages of using web applications. **(4 Marks)**

Question 5:

- (a) An auditor Mr. Sohan has been given a prime responsibility to assess the suitable implementation and execution of various controls in his organization XYZ Ltd. To do so, he needs to check the controls at various levels of the computer systems. Discuss the levels at which Mr. Sohan should check the implementation of controls. **(5 Marks)**
- (b) You attended an IT workshop as a CBS. You are required to provide a basic idea to the participants about Current & Savings Accounts (CASA) and primarily discuss the risks and controls that might be relevant in CASA process. Advise about the relevant risks and their counter controls **(5 Marks)**

Question 6:

- (a) You have been appointed as an Information Systems (IS) Auditor in a company JKL Ltd. and asked to perform an ERP audit. Prepare a checklist of the common concerns that should be asked during development and implementation of the system as well as ERP Audit. **(6 Marks)**
- (b) Mobile computing is an important and rapidly evolving technology that allows users to transmit data from remote location to other locations in mobility condition. Being a communication expert, identify the limitations in current scenario that impede or hesitate users to use this technology frequently. **(4 Marks)**

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

1. 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
(1 Mark)
2. Strategic management enables an organization to _____, instead of companies just responding to threats in their business environment.
(a) be proactive
(b) determine when the threat will subside
(c) avoid the threats
(d) defeat their competitors
(1 Mark)
3. An _____ is nothing but an _____ who operates within the boundaries of organization.
(a) Entrepreneur, Intrapreneur
(b) Intrapreneur, Entrepreneur
(c) Both (a) & (b)
(d) None of these
(1 Mark)
4. During what stage of strategic management are a firm's specific internal strengths and weaknesses determined?
(a) Formulation
(b) Implementation
(c) Evaluation
(d) Feedback
(1 Mark)
5. Which of these has a basic idea to underprice competitors & thereby gain market share and sales, driving some competitors out of the market entirely?
(a) Differentiation
(b) Cost Leadership
(c) Focused
(d) None of these
(1 Mark)
6. GE Nine-cell Matrix is based on
(a) Market attractiveness and business strength
(b) Market growth rate and business strength
(c) Market attractiveness and relative market share
(d) Market growth rate and relative market share
(1 Mark)

7. 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)
8. In strategic management, there are two main styles of leadership. These are transformational and:
(a) Transparent
(b) Transitional
(c) Translational
(d) Transactional
(1 Mark)
9. Internal_____are activities in an organization that are performed especially well.
(a) Opportunities
(b) Competencies
(c) Strengths
(d) Management
(1 Mark)
10. Which is not the prominent area where human resource manager can play strategic role?
(a) Development of works ethics
(b) Empowerment of human resources
(c) Managing workforce Diversity
(d) Restricting the change
(1 Mark)
11. Strategic management allows an organization to be more
(a) Authoritative
(b) Participative
(c) Commanding
(d) Proactive
(1 Mark)
12. Which is not the generic strategy of Michael Porter?
(a) Cost Leadership
(b) Growth Share Matrix
(c) Differentiation
(d) Focused strategy
(1 Mark)
13. Which one is not the element of strategic intent?
(a) Business model
(b) Vision
(c) Business definition
(d) Business standard
(1 Mark)

14. 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

(1 Mark)

15. Select the correct statement:

- (a) In general, corporate level decisions are costly to take, involve high risk and have large profit potential.
- (b) In general, corporate level decisions are costly to take, involve low risk and have large profit potential.
- (c) In general, corporate level decisions are costly to take, involve high risk and have low profit potential.
- (d) In general corporate level decisions are cheaper to take, involve low risk and have large profit potential

(1 Mark)

Question 8:

Help buddy is a not-for-profit organisation providing medical facilities to poor and needy at highly affordable costs. The organisation is dependent on Government grants and donations to manage its affairs. Rohit who is running the organization, believes in taking things as they come and will change the level of activities based on the funds available.

Do you think Rohit is right in taking things as they come? What will you advise him?

(5 Marks)

Question 9:

(a) Suresh Sinha has been recently appointed as the head of a strategic business unit of a large multiproduct company. Advise Mr Sinha about the leadership role to be played by him in execution of strategy.

(5 Marks)

(b) What is a Strategic Group? Discuss the procedure for constructing a strategic group map.

(5 Marks)

Question 10:

(a) With the global economic recession Soft Cloth Ltd. incurred significant losses in all its previous five financial years. Currently, they are into manufacturing of cloth made of cotton, silk, polyester, rayon, lycra and blends. Competition is also intense on account of cheap imports. The company is facing cash crunch and has not been able to pay the salaries to its employees in the current month.

Suggest a grand strategy that can be opted by Soft Cloth Ltd.

(5 Marks)

(b) Ronit Roy has started a new business of manufacturing washing powder. Make a plan for him to promote his product.

(5 Marks)

Question 11:

- (a) Strategy execution is an operations-oriented activity which involves a good fit between strategy and organizational capabilities, structure, climate & culture. Enumerate the principal aspects of strategy execution process which are used in most of the situations.

(5 Marks)

- (b) India's luxurious domestic airline Indijet in an attempt to retain its leadership in aviation sector has hired J S Dutta as its Chief Executive. Mr Dutta wishes to reorient company to make it a domestic discount carrier. He desires to introduce no frills business model by offering extremely low fares and improve margins by cutting down traditional amenities such as reclining seats and complimentary meals. At the same time setting the stage for a new air revolution, he wishes to brand itself as on-time airlines having proper systems in place and removing additional and wasteful activities and processes.

What steps will you advise to Mr Dutta?

(5 Marks)

Question 12:

- (a) Atrix Ltd. is a company engaged in the designing, manufacturing, and marketing of mechanical instruments like speed meters, oil pressure gauges, and so on. Their products are fitted into two and four wheelers. During the last couple of years, the company has been observing a fall in the market share. This is on account of shift to the new range of electronic instruments. The customers are switching away mechanical instruments that have been the backbone of Atrix Ltd.

As a CEO of Atrix Ltd., what can be the strategic options available with you.

(5 Marks)

- (b) Rahul Sharma is Managing Director of a company which is manufacturing trucks. He is worried about the entry of new businesses. What kind of barriers will help Rahul against such a threat?

(5 Marks)

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