

(GI-7 & GI-8, VDI-3 & FMT)

DATE: 13.04.2023

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 is the risk that could expose the organization to negative publicity?
 - (a) Strategic
 - (b) Financial
 - (c) Reputational
 - (d) Regulatory

(1 Mark)

2. 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)

3. Which is the main principal on data protection & privacy enumerated under IT Act, 2000 ?
 - (a) Creating Civil & Criminal liability
 - (b) Declaring any computer as protected system
 - (c) Setting up of hierarchy of regulatory authority
 - (d) All the above

(1 Mark)

4. Which is easy to operate ?
 - (a) Accounting & Tax Compliance Software
 - (b) Only Tax Compliance Software
 - (c) Accounting & Audit Compliance Software
 - (d) None Of these

(1 Mark)

5. Which is not a type of access :
 - (a) Create
 - (b) Alter
 - (c) Delete
 - (d) Print

(1 Mark)

6. Which type of Risk does ERP involves :
 - (a) Physical & Electronic Safety of data
 - (b) Electronic & Regular safety of data
 - (c) Physical & Advance safety Of data
 - (d) Advance & External safety of data

(1 Mark)

7. Which perform validation checks to identify errors during processing of data ?
(a) Real Memory Control
(b) Virtual Memory Control
(c) Data Processing Control
(d) None of these
(1 Mark)
8. 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)
9. Which is the only barrier between unauthorized parties and sensitive information ?
(a) Auditing password management
(b) Auditing employee termination
(c) Network access controls
(d) User access control
(1 Mark)
10. Auditors examine variables that often indicate when motivation problems exist or suggest poor leadership known as _____.
(a) Lending
(b) Planning
(c) Controlling
(d) Organizing
(1 Mark)
11. 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)
12. Intentional Obsolescence of devices is risk of I.O.T to the _____ of Product.
(a) Manufacturer
(b) Distributor
(c) User
(d) Supplier
(1 Mark)
13. _____ is not a component of E-Commerce.
(a) User
(b) Manufacturer
(c) Vendor
(d) Technology
(1 Mark)

14. Conversion of illegal proceeds into apparently legitimate business earnings through normal financial or commercial operations is known as _____.
- (a) Placement
 - (b) Layering
 - (c) Integration
 - (d) None of these
- (1 Mark)**
15. Section 66 describes punishment for offence under _____ ?
- (a) Sec. 43
 - (b) Sec. 66-E
 - (c) Sec. 66-D
 - (d) Sec. 66-B
- (1 Mark)**

Question 2:

Explain the salient features of Section 134 & Section 143 of the Companies Act 2013.

(5 Marks)

Question 3:

(a) What do you mean by "Cloud Computing"? Discuss its characteristics.

(6 Marks)

(b) In line with the suggestions of RBI, M/s. ABC Bank is planning to obtain ISO 27001: 2013 certification for its Information Security Management System. As an IS Auditor, you are required to prepare as ample list of Risks w.r.t. Information Security for the Bank.

(4 Marks)

Question 4:

(a) Briefly explain major update and report controls regarding Database Controls in brief.

(6 Marks)

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

(4 Marks)

Question 5:

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

(6 Marks)

(b) Discuss the advantages of continuous Audit Techniques.

(4 Marks)

Question 6:

(a) (i) Draw a flow chart to incorporate for the following steps:

L 1 N = 1

L 2 PRINT N

L 3 $N = N \times (N + 1)$

L 4 STOP when N exceeds 100

L 5 GOTO L2

Note that in step L3, 'x' denotes multiplication sign.

(ii) List the output for the above program.

(iii) List the output if the above program is modified in the step L 1 as N

(6 Marks)

(b) Discuss various components of Mobile Computing.

(4 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 Benchmarking? Explain briefly the elements involved in Benchmarking process.

(5 Marks)

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