

**(GI-8, FMT)****DATE: 16.03.2023****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: (ONE MARK FOR EACH QUESTION)-**

1. Which of the following is not a business risk-
  - (a) Strategic
  - (b) Financial
  - (c) Operational
  - (d) Environmental
  
2. An order to cash cycle consists of-
  - (a) Customer order
  - (b) Order fulfillment
  - (c) Invoicing
  - (d) Career development
  
3. 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
  
4. Accounting process flow does not includes-
  - (a) Source document
  - (b) Journal
  - (c) Ledger
  - (d) Trading business
  
5. Application areas of computer based applications includes-
  - (a) Marketing
  - (b) Sales
  - (c) Production
  - (d) Inventory
  - (e) All of the above
  
6. Hierarchy of database includes-
  - (a) Characters
  - (b) Field
  - (c) Record
  - (d) All of above
  
7. 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

8. UPI stands for-
  - (a) Unified payment interface
  - (b) Universal payment interface
  - (c) Universal pre interface
  - (d) None of above
  
9. BHIM is an example of-
  - (a) Universal payment interface
  - (b) Mobile App
  - (c) Mobile Hardware
  - (d) Wallet
  
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. Which of the following is not an operating system-
  - (a) Android
  - (b) Blackberry OS
  - (c) Firefox OS
  - (d) Chrome OS
  
12. Which of the following is a general control-
  - (a) Setting database security
  - (b) Edit check
  - (c) Completeness check
  - (d) Format check
  
13. What is the primary objective of SPDI-
  - (a) Protecting computer software
  - (b) Securing critical information
  - (c) Securing personal information
  - (d) None of the above
  
14. Which is a cybercrime-
  - (a) Software piracy
  - (b) Physical theft at branch
  - (c) Breaking into ATM
  - (d) None of the above
  
15. Ability of a Network to recover from error is called-
  - (a) Routing
  - (b) Resilience
  - (c) Contention
  - (d) Band width

**(15 Marks)**

**Question 2:**

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

**(5 Marks)**

**Question 3:**

- (a) Write about various functions performed by operating system. **(6 Marks)**
- (b) Define cloud computing? Explain its characteristics. **(4 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) Draw a flowchart to find sum of first 100 even no.'s. **(6 Marks)**
- (b) Explain business intelligence & its benefits. **(4 Marks)**

**Question 6:****DEFINE?**

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

**(2 Marks each=Total 10 Marks)**

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**SECTION – B : STRATEGIC MANAGEMENT**

**Q. No. 7 & 8 is Compulsory,  
Answer any three questions from the remaining four questions**

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**Question 7:**

1. 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
2. Which is not control-
- (a) Operational  
(b) Management  
(c) Strategic Surveillance  
(d) None

3. Which is not the basis for differentiation?
    - (a) Product
    - (b) Prize
    - (c) Organization
    - (d) Economic of scale
  
  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 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
  
  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. 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
  
  8. Which of these does not explain the philosophy of organization?
    - (a) Vision
    - (b) Mission
    - (c) Goals & Objective
    - (d) Business Model
  
  9. Modern marketing is highly\_\_\_\_\_oriented.
    - (a) Place
    - (b) Price
    - (c) Product
    - (d) Promotion
  
  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
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11. Which is not the field of advantage with strategic alliance?
  - (a) Organizational
  - (b) Economic
  - (c) Political
  - (d) None of these
  
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. The concept of TOWS matrix was developed by\_\_\_\_\_
  - (a) Igor H. Ansoff
  - (b) William F. Gluek
  - (c) Heinz Wehrich
  - (d) Arthur D. Little
  
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. The more intensive the\_\_\_\_\_, the less attractive is the industry.
  - (a) Rivalry
  - (b) Controls
  - (c) Strategy
  - (d) Management

**(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) 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 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) 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)**

**Question 12:**

(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)**

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