

(GI-2, GI-6, GI-7, VI-1, VDI-1, DRIVE & FMT)

DATE: 11.10.2023

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. A Cooperative society in Ghaziabad decides to open a bank named ABC Bank with its two branches located in Noida, Uttar Pradesh. The branches of banks are proposed to be connected to each other and all the processing and transactions being computerized with a centralized database. Further, to avoid manual working and proceed with advance technology, and at the same time to enhance functionality within branch; all the computer systems within all the departments in each branch would have connection-oriented network. The bank proposes to abide by all the regulations and compliance prevailing in India with respect to banking sector. Mr. A is appointed as an IT - Head to carry out the Feasibility study of the proposed system and submit the report to top management of the Cooperative Society. After the report is submitted to the Top Management, following issues are raised by the management:

- There may be a conflict for some common resources in the network.
- Since the data is centrally located, it may create a possibility of access to non-relevant data by other departments.
- What would happen, if any employee intentionally destroys or alters the information residing in any of computer of any branch?
- Network security related issues between both branches of bank.

Based on the above case scenario, answer the following questions:

- (i) In purview of above case, under which legal provision of IT Act, 2000; the management can prove an employee guilty if (s)he intentionally destroys or alters the information residing in a computer resource of a branch?
- (a) Section 43
 - (b) Section 65
 - (c) Section 66 E
 - (d) Section 66 C

(1 Mark)

- (ii) Which of the following control shall be implemented in both the branches of ABC bank to suppress the risk of possibility of access to non-relevant data by other departments?
- (a) Proper training of the users with well documented manuals.
 - (b) Clear defining of change control procedures and holding everyone to them.
 - (c) Back up arrangement needs to be very strong.
 - (d) Access rights need to be defined very carefully and to be given on "Need to know" and "Need to do" basis only.

(1 Mark)

- (iii) The feature of Internet banking through ABC Banks' website allows ease and convenience to its customers. Which of the following is not the limitation of Internet banking?
- (a) Difficult for a non-technical person

- (b) Risk of data theft
- (c) Written Record not to be maintained
- (d) Overspending

(1 Mark)

- (iv) The Top management of cooperative society raised its concern over an issue related to conflict of sharing of common resources in network between its two branches. Select the terminology referring to the above concern.

- (a) Resilience
- (b) Contention
- (c) Bandwidth
- (d) Routing

(1 Mark)

- (v) In both branches of ABC bank, all the fixed asset acquisitions will be recorded as the control objective related to certain risk. Under which category this control objective falls?

- (a) Configuration general ledger
- (b) Transaction Fixed asset
- (c) Master fixed asset
- (d) Transaction general ledger

(1 Mark)

2. To ensure that no un-authorized amendments can be made in data.

- (a) Confidentiality
- (b) Integrity
- (c) Availability
- (d) Timeliness

(1 Mark)

3. Sequence of events that uses input to produce output:

- (a) Production
- (b) Process
- (c) Transaction
- (d) Grouping

(1 Mark)

4. Which database model allows the definition of the data & their structures, storage and retrieval operations & integrity constraints that can be organized in a table structure ?

- (a) Hierarchical Database Model
- (b) Network Database Model
- (c) Relational Database model
- (d) Object Oriented Database Model

(1 Mark)

5. Part of software which process data and generate report :

- (a) Front End
- (b) Back End
- (c) Internal system
- (d) None of these

(1 Mark)

6. 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)**
7. Which is not an example of Artificial Intelligence?
- (a) SIRI
 - (b) Alexa
 - (c) Sophia
 - (d) Wall-wart
- (1 Mark)**
8. Which of these is the degree of risk, on a broad-based level that an enterprise willing to accept in pursuit of its goals?
- (a) Risk force
 - (b) Risk Appetite
 - (c) Risk Align
 - (d) None of these
- (1 Mark)**
9. Which of the following is not a best practice under Green Computing?
- (a) Dispose e-waste according to central, state and local regulations
 - (b) Purchase of desktop computers, notebooks and monitors based on environmental attributes
 - (c) Power-down the CPU and all peripherals during extended periods of inactivity
 - (d) Use Cathode Ray Tube (CRT) monitors than Liquid Crystal Display (LCD) monitors
- (1 Mark)**
10. In which form of ECS there is a single receiver of funds from a large number of customers?
- (a) ECS Credit
 - (b) ECS Debit
 - (c) Both (a) & (b)
 - (d) Neither (a) nor (b)
- (1 Mark)**
11. 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
- (1 Mark)**

Question 2:

In an organization, effective risk management involves identification of high-level risk exposures and their analysis. Discuss all the risk management strategies out of which Senior Management of an organization may choose to adopt any of the risk management strategy based on the analysis of risks.

(5 Marks)

Question 3:

(a) Mr. A is a System Administrator of the company who must ensure the protection of Operating System used in information system of the company. How can this purpose be achieved?

(6 Marks)

(b) Database Management System (DBMS) provides the facility to create and maintain a well organised database for any enterprise. Describe the various advantages of Database Management System used in an organization.

(4 Marks)

Question 4:

(a) Internal controls must be integrated in the IT solution implemented at the bank's branches to mitigate risks. State few examples indicating the internal controls in banks.

(6 Marks)

(b) Money laundering is used by anti-social elements to make 'dirty' money appear 'clean' that affects the economy of any country. Discuss the various stages involved in the process of Money Laundering.

(4 Marks)

Question 5:

(a) Discuss the different ways in which Database Administrator (DBA) can store the data of ABC enterprise implementing Accounting Information System (AIS).

(6 Marks)

(b) ERP implementation is the difficult task as the organization which is in the process of implementing ERP should keep abreast of latest technological development. Describe the different risks associated with technology while implementing ERP.

(4 Marks)

Question 6:

(a) DEF is a car battery manufacturing company which intends to provide online business to its customers. Briefly explain various components involved in any e-Commerce transaction.

(6 Marks)

(b) ABC university wants to conduct online exams for its different courses for which a contract is given to vendor XYZ. The vendor provides computing resources such as processing power, memory, storage, and networks to ABC university users to run their online exam application on-demand. Identify the Service Model of Cloud Computing that vendor XYZ is providing to ABC university and also describe its characteristics.

(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 the following is not a type of diversification strategy?
 - (a) Vertical diversification.
 - (b) Concentric diversification.
 - (c) Conglomerate diversification.
 - (d) Co-generic diversification.

(1 Mark)

2. You being the core strategist of your company, entrusted with bringing about strategic change in your company, how will you initiate “unfreezing of the situation”?
 - (a) Promoting new ideas throughout the organization
 - (b) Promoting compliance throughout the organization
 - (c) Promoting change in process throughout the organization
 - (d) None of the above

(1 Mark)

3. Strategy is-
 - (a) Proactive in action
 - (b) Reactive in action
 - (c) A blend of proactive and reactive actions
 - (d) None of the above

(1 Mark)

4. Statement that is typically focused on present business scope and broadly describes an organizations present capabilities, customer focus, activities, and business makeup is:
 - (a) Vision
 - (b) Mission
 - (c) Strategy
 - (d) Goals

(1 Mark)

5. The marketing strategy which is used to reduce or shift the demand is:
 - (a) Enlightened Marketing
 - (b) Synchro-Marketing
 - (c) Place Marketing
 - (d) Demarketing

(1 Mark)

6. Best-cost provider strategy is related to providing customers more value for money by:
 - (a) Highlighting low cost and low quality difference.
 - (b) Emphasizing low cost and better quality difference.
 - (c) Producing high cost and low quality difference.
 - (d) None of the above

(1 Mark)

7. Vertical integration may be beneficial when
- (a) Lower transaction costs and improved coordination are vital and achievable through vertical integration.
 - (b) Flexibility is reduced, providing a more stationary position in the competitive environment.
 - (c) Various segregated specializations will be combined.
 - (d) The minimum efficient scales of two corporations are different.
- (1 Mark)**
8. Which one is not the element of strategic intent?
- (a) Business model
 - (b) Vision
 - (c) Business definition
 - (d) Business standard
- (1 Mark)**
9. A tool by which management identifies and evaluates the various businesses that make up a company is termed as:
- (a) Value Chain Analysis
 - (b) Portfolio Analysis
 - (c) Competition Analysis
 - (d) Strategic Analysis
- (1 Mark)**
10. A thing that a firm does especially well in comparison to the rival firms is:
- (a) Opportunity availed.
 - (b) Successful leadership.
 - (c) Competitive advantage.
 - (d) Comparative advantage.
- (1 Mark)**
11. Arrange divestment, liquidation, stability and turnaround strategies in order of preference for adoption by a typical organisation.
- (a) Turnaround, stability, liquidation and divestment.
 - (b) Divestment, liquidation, stability and turnaround.
 - (c) Stability, turnaround, liquidation and divestment.
 - (d) Stability, turnaround, divestment and liquidation.
- (1 Mark)**
12. In strategic management, there are two main styles of leadership. These are transformational and:
- (a) Transparent
 - (b) Transitional
 - (c) Translational
 - (d) Transactional
- (1 Mark)**
13. Which of the following is not true for core competency:
- (a) It distinguishes a company competitively.
 - (b) It is a source of competitive advantage.
 - (c) Both of the above
 - (d) None of the above
- (1 Mark)**

14. After an earnest attempt to bring in a strategic change in your organization, you the operational head of XYZ Ltd, succeeded but still your organization couldn't achieve the desired competitive position in the market. Out of the following what could be the reason?
- (a) Strategy Formulation
 - (b) Strategy Model
 - (c) Strategy Implementation
 - (d) Strategy Decision

(1 Mark)

15. Supply chain refers to the linkages between:
- (a) Suppliers
 - (b) Customers
 - (c) Manufacturers
 - (d) All the above

(1 Mark)

Question 8:

Are there any limitations attached to strategic management in organizations? Discuss.

(5 Marks)

Question 9:

- (a) What are the elements in strategic intent of organisation?

(5 Marks)

- (b) What are the advantages of a strategic alliance?

(5 Marks)

Question 10:

- (a) Buyers can exert considerable pressure on business. Do you agree? Discuss.

(5 Marks)

- (b) KaAthens Ltd., a diversified business entity having business operations across the globe. The company leadership has just changed as Mr. D. Bandopadhyay handed over the pedals to his son Aditya Bandopadhyay, due to his poor health. Aditya is a highly educated with an engineering degree from IIT, Delhi. However, being very young he is not clear about his role and responsibilities.

In your view, what are the responsibilities of Aditya Bandopadhyay as CEO of the company.

(5 Marks)

Question 11:

- (a) What is a strategic business unit? What are its advantages?

(5 Marks)

- (b) Explain BPR (Business Process Re-engineering) implementation steps.

(5 Marks)

Question 12:

- (a) Explain the prominent areas where human resource manager can play a strategic role.

(5 Marks)

- (b)** Shridhar who is running a medium size cloth manufacturing business in Panipat wishes to understand the driving forces that trigger change. He has sought advice from you and wishes to know common driving forces.

(5 Marks)

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