MOCK TEST PAPER - 2

INTERMEDIATE (NEW): GROUP – II

PAPER – 7: ENTERPRISE INFORMATION SYSTEMS AND STRATEGIC MANAGEMENT

SECTION – A: ENTERPRISE INFORMATION SYSTEMS

Question No. 1 is compulsory.

Attempt any four questions from the rest.

Time Allowed – 1½ Hours   **Maximum Marks – 50**

QUESTIONS

1. Answer all the following questions in brief.

    (i)   State the benefits provided by Business Process Automation (BPA).

    (ii) Define Ideal ERP System.

    (iii) Discuss "Virtual Memory".

    (iv) Explain the term "Mobile Wallets".

    (v)   Describe the term "Money Laundering" in brief.   ***(5 x 2 = 10 Marks)***

2. (a) An Airline Industry wishes to automate its Grievance cell so that their clients can online register their feedback, complaints and suggestions. The purpose of automation is to provide better service and satisfaction to its customers. Prepare a list of various steps that are required to be taken while automating the Grievance Cell.   ***(6 Marks)***

    (b) Recognize the differences between Hardware Virtualization and Network Virtualization. ***(4 Marks)***

3. (a) Determine different stages at which the deployment and implementation of Core Banking Systems (CBS) should be controlled to ensure that banks automation objectives are achieved.   ***(6 Marks)***

    (b) Discuss Master Data and Non-Master Data with examples.   ***(4 Marks)***

4. (a) As an accountant, you are advised to address an audience of students and speak on different types of Vouchers used in Financial and Accounting Systems. Prepare your notes.   ***(6 Marks)***

    (b) Explain the term "Mortgage Plan". Also, briefly discuss its different types.   ***(4 Marks)***

5. (a) Recognize all the technical exposures that include unauthorized implementation or modification of data and software.   ***(6 Marks)***

    (b) List the Risks and Control objectives of Procure to Pay (P2P) business process at Masters level.

    Or

    Describe the Risks and Control objectives of Order to Cash (O2C) business process at Masters level.   ***(4 Marks)***

6. (a) E-commerce runs through different network-connected systems that can have two types of architecture namely Two-Tier Architecture and Three – Tier Architecture. Determine the differences between both.   ***(6 Marks)***

    (b) Explain the term "Audit Trail"?   ***(4 Marks)***

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SECTION – B: STRATEGIC MANAGEMENT

Question No.1 is compulsory.

Attempt any four questions from the rest.

Time Allowed – 1½ Hours   **Maximum Marks – 50**

1. (a) Helpbuddy 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)**

    (b) Slow Ltd. is a fifty year old organisation engaged in manufacturing of consumer products. Over a time, its processes have lengthened making it very slow in decision making, production, product and service delivery.

    As a manager, you have been asked to suggest how the processes of Slow Ltd. can be improved?

    (5 Marks)

2. (a) Which of the following statements are 'correct' and which are 'incorrect'? Give reasons, in brief, for your answer:

    (i)   Divesting a major product line or market is termed as retrenchment strategy.

    (ii) Marketers alone can deliver superior value to customers.   **(2 × 2 = 4 Marks)**

    (b) Explain Porter's five forces model as to how businesses can deal with the competition. **(6 Marks)**

3. (a) Why a Turnaround Strategy is required for a business?   **(5 Marks)**

    (b) Explain the concept of Experience Curve and highlight its relevance in strategic management.

    (5 Marks)

4. (a) Distinguish between Entrepreneurs and Intrapreneurs.   **(5 Marks)**

    (b) Distinguish between Logistic Management and Supply Chain Management.   **(5 Marks)**

5. Write short notes on the following:

    (a) Importance of Strategic Management.   **(5 Marks)**

    (b) Implementation Control.   **(5 Marks)**

6. (a) What is Strategic Decision Making? Briefly explain the major dimensions of strategic decisions.

    (7 Marks)

    (b) Define Competitive Advantage.   **(3 Marks)**