Roll No. ............................

Total No. of Questions – **12**

Total No. of Printed Pages – **4**

Time Allowed – **3** Hours

Maximum Marks – **100**

# CHKR

Answers to questions are to be given only in English except in the case of candidates who have opted for Hindi Medium. If a candidate has not opted for Hindi Medium, his/her answers in Hindi will not be valued.

Answer to Section – **A** and **B** should be given in separate sets of answer books.

## SECTION – A

**Marks : 50**

Question No. **1** is compulsory.

Candidates are also required to answer any **four** questions from the remaining **five** questions.

In case, any candidate answers extra question(s)/sub-question(s) over and above the required number, then only the requisite number of questions first answered in the answer book shall be valued and subsequent extra question(s) answered shall be ignored.

Working notes should form part of the respective answers.

**Marks**

1. Explain the following in brief : **5×2 =10**
   (a) Business Intelligence (BI)
   (b) Line Error Control
   (c) Internet of Things (IoT)
   (d) Cyber Crime
   (e) Risk Assessment

2. (a) Data Warehouse extracts data from one or more of the organization's databases and loads it into another database for storage and analysis purpose. As a Data Warehouse Manager, determine the design criteria, which should be met while designing Data Warehouse. **6**

   (b) Explain the positive aspects contained in the IT Act 2000 and its provisions, from the perspective of e-commerce in India. **4**

Marks

3. (a) A manufacturing company is implementing an ideal ERP software, where a single database is being utilized and it contains all the data for various software modules. Identify the modules of an ideal ERP software along with their functions. **6**

   (b) Explain briefly the objectives of Information System's Auditing. **4**

4. (a) Automation of business processes has introduced new types of risks in banking service. You being the Branch Manager of a CBS branch, list out some of the internal controls you think to be implemented in your branch. **6**

   (b) Explain various Control Objectives of e-commerce or m-commerce. **4**

5. (a) An e-commerce website is offering following discounts : **6**

   - If the purchase mode is via website, a discount of 5% is given on the bill amount.
   - If the purchase mode is via phone app, a discount of 10% is given on bill amount.
   - If purchase is done via any other mode, customer is not eligible for any discount.

   Draw a Flowchart to calculate and display the bill amount payable by the customer.

   (b) Now-a-days, Credit Cards are extensively being used for payment purpose. As a consultant to credit card section of a bank, advise the risks involved in the credit card process. **4**

6. (a) Draw Workflow Diagram for e-commerce and describe various steps and corresponding activities involved in this diagram. **8**

   (b) Explain the significance of Front End and Back End in a software. **2**

**OR**

Explain various types of Data Coding Errors.s **2**

## SECTION – B

**Marks : 50**

Question No. **7** is compulsory. Attempt any **4** out of remaining **5** questions.

In case, any candidate answers extra question(s)/sub-question(s) over and above the required number, then, only the requisite number of questions first answered in the answer book shall be valued and subsequent extra question(s) answered shall be ignored.

Working notes should form part of the respective answers.

**Marks**

7. (a) Explain the concept of competitive advantage. **5×2 =10**
   (b) Describe the term 'Strategic Vision'.
   (c) Explain the meaning of Directional Strategy.
   (d) Explain the meaning of core competencies.
   (e) Describe the term 'Co-generic merger'.

8. Which of the following statements are 'correct' and which are 'incorrect' ? Give reasons, in brief, for your answer : **5×2 =10**
   (a) Non-profit organizations do not require Strategic Management.
   (b) Human Resource Manager's role is significant in building up core competency of the firm.
   (c) Corporate culture is always identical in all the business organizations.
   (d) Marketing function has no relation with production function.
   (e) Economies of scale discourages new entrants.

9. (a) XYZ Ltd. is a multi-product company, suffering from continuous losses since last few years and has accumulated heavy losses which have eroded its net worth. **5**

   What strategic option is available to the management of this sick company ? Advise with reasons.

Marks

(b) Ram and Shyam are two brothers engaged in the business of spices. Both have different approaches to management. Ram prefers the conventional and formal approach in which authority is used for explicit rewards and punishment. While, on the other hand, Shyam believes in democratic participative management approach, involving employees to give their best. 5

Analyse the leadership style followed by Ram and Shyam.

10\. (a) Define Strategic Management. Also discuss the limitations of Strategic Management. 5

(b) Describe the principal aspects of strategy-execution process, which are included in most situations. 5

11\. (a) Explain briefly the competitive forces in any industry as identified by Michael Porter. 5

(b) Define the term 'Marketing'. Distinguish between social marketing and service marketing. 5

12\. (a) Explain the concept and need of Strategy Audit. Why is it more difficult in present scenario ? 7

(b) Explain different types of strategic control in brief. 3

**OR**

Write a short note on SWOT analysis.

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