

Roll No.

Total No. of Printed Pages – 6

Total No. of Questions – 10

Maximum Marks – 70

GENERAL INSTRUCTIONS TO CANDIDATES

1. The question paper comprises two parts, Part I and Part II.
2. Part I comprises Multiple Choice Questions (MCQs).
3. Part II comprises questions which require descriptive type answers.
4. Ensure that you receive the question paper relating to both the parts. If you have not received both, bring it to the notice of the invigilator.
5. Answers to Questions in Part I are to be marked on the OMR answer sheet only. Answers to questions in Part II are to be written on the descriptive type answer book. Answers to MCQs, if written in the descriptive type answer book, will not be evaluated.
6. OMR answer sheet will be in English only for all candidates, including for Hindi medium candidates.
7. The bar coded sticker provided in the attendance register, is to be affixed only on the descriptive type answer book. No bar code sticker is to be affixed on the OMR answer sheet.
8. You will be allowed to leave the examination hall only after the conclusion of the exam. If you have completed the paper before time, remain in your seat till the conclusion of the exam.
9. Duration of the examination is 3 hours. You will be required to submit (a) Part I of the question paper containing MCQs, (b) OMR answer sheet thereon and (c) the answer book in respect of descriptive type answer book to the invigilator before leaving the exam hall, after the conclusion of the exam.
10. The invigilator will give you acknowledgement on Page 2 of the admit card, upon receipt of the above-mentioned items.
11. Candidate found copying or receiving or giving any help or defying instructions of the invigilators will be expelled from the examination and will also be liable for further punitive action.

PART – II**70 marks**

1. **Section – A** Question paper comprises 5 questions (1 to 5). Answer Question No. 1 which is compulsory and any 3 out of the remaining 4 questions.
2. **Section – B** Question paper comprises 5 questions (6 to 10). Answer Question No. 6 which is compulsory and any 3 out of the 4 questions.
3. Answers to the 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 evaluated.
4. Working note should be part of the respective answers.

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PART - II

Section - A

1. (a) Business Intelligence is a technology-driven process for analysing data and presenting actionable information to help corporate executives, business managers and other end users make more informed business decisions. List out the benefits of using Business Intelligence in an organization. 3
- (b) Briefly discuss the characteristics of Core Banking Systems (CBS). 2
2. (a) PQR limited is planning to receive payment from the customers through Digital Payments. Though there are lots of benefits of digital payments but there are drawbacks as well. Briefly explain any six drawbacks of digital payments. 6
- (b) Internal control provides an entity with only reasonable assurance and not absolute assurance about achieving the entity's operational, financial reporting and compliance objectives. Explain any four inherent limitations of Internal Control System. 4
3. (a) Data Mining is the process of analysing data to find previously unknown trends, patterns and associations to make decisions. As an IT expert of the company, explain the steps involved in the data mining process. 6

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- (b) ERP implementation is a huge task and requires lot of time, money and patience. The organizations implementing ERP Systems should keep abreast of the latest technological developments and implementation, which is required to survive and thrive. Discuss the various risks and corresponding controls related to technological risks in an ERP environment. 4

4. (a) XYZ Bank wants to deploy and implement Core Banking Systems (CBS) to all of its branches. As a consultant, how would you suggest the deployment and implementation of CBS at various stages to ensure that banks automation objectives are achieved? 6

- (b) Hybrid cloud is a combination of both at least one private and at least one public cloud computing environments. Explain the characteristics of Hybrid Cloud. 4

5. (a) In the present age of Information Technology, Business Process Automation (BPA) is the key technology-enabled automation of activities or services. As an Information Technology consultant, you are requested to suggest any three examples of business processes that are best suited to automation and also discuss any three challenges involved in Business Process Automation. 6

- (b) Briefly discuss two disadvantages of Data Base Management Systems (DBMS). 2

- (c) Differentiate between Processor Registers and Cache Memory. 2

OR

Briefly explain any two output controls.

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(4)

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Section – B

Question paper comprises 5 questions. Question No. 6 is compulsory.
Attempt any 3 out of 4 questions.

6. 'ALBELA' Foods and 'JustBE' Foods are successfully competing chain of 1+3+1
restaurants in India. ALBELA's are known for their innovative approach, =5
which has resulted in good revenues. On the other hand, JustBE is slow in
responding to environmental charge. The initial stages of Covid-19
pandemic and the ensuring strict lockdown had an adverse impact on both
the companies. Realizing its severity and future consequences. ALBELA
foods immediately chalked out its post lockdown strategies, which include
initiatives like :

- www.CAclubindia.com
- (a) Contact less dinning
 - (b) New category of foods in the menu for boosting immunity
 - (c) Improving safety measures and hygiene standards
 - (d) Introducing online food delivery app

Seeing the positive buzz around these measures taken by ALBELA Food,
JustBE Foods also thinks to introduce these measures.

- (i) Identify the strategic approach taken by 'ALBELA' Foods and
'JustBE' Foods.
- (ii) Discuss these strategic approach
- (iii) Which strategic approach is better and why ?

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(5)

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7. (a) A manufacturing company is in direct competition with fifteen companies at national level. Head of marketing department of this company wishes to study the market position of rival companies by grouping them into like positions. Name the tool that may be used by him/her. Explain the procedure that may be used to implement the techniques. 1+4
=5

(b) "Strategic decisions are different in nature than all other decisions." In the light of this statement explain major dimensions of strategic decisions. 5

8. (a) The CEO of a textile mill is convinced that his loss making company can be turned around. Suggest an action plan for a turnaround to the CEO. 5

(b) "Understanding the competitive landscape is important to build upon a competitive advantage". Explain. 5

9. (a) There are many companies in the market offering COVID vaccine. Analyse the product in terms of threat of new entrants. 5

(b) What are the issues to be resolved by a business enterprise to have an effective logistic strategy? 5

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P.T.O.

(6)

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10. (a) "Entrepreneur is an individual who conceives the idea of starting a new venture." In light of this statement discuss who is an entrepreneur. 5
- (b) Discuss various steps involved in Business Process Reengineering (BPR) while implementing in an organization. 5

OR

Write short note on Richard Rumell's criteria for strategic audit.

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