Roll No. .... Total No. of Printed Pages – **7**

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 MCQs in Part I are to be marked on the OMR answer sheet given on the cover page of Section A of descriptive answer book only. Answers to questions in Part II are to be written in the same descriptive answer book. Answers to MCQs, if written inside the descriptive answer book, will not be evaluated.
6. OMR answer sheet given on the cover page of Section A of descriptive answer book 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.
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, and (b) the answer book in respect of descriptive type answer book with OMR cover page 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 remaining **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.

PART – II

Section – A

1. (a) In a conventional sense, 'data' is a raw entity whereas 'information' is a processed entity. An Information System (IS) model converts data into information, so that it is meaningful to the end user. What are those steps involved in accomplishing this in an IS model ? 3

   (b) Information Systems Audit is the process of attesting objectives that focus on asset safeguarding, data integrity and management objectives that include effectiveness and efficiency. List the objectives of Information Systems audit. 2

2. (a) In the modern era, the business gets well developed by using the automation technique with a greater customer satisfaction of services and products, where customer-oriented supply chain is playing a vital role. In this context, explain the benefits of automating business processes. 6

   (b) Many organizations are moving towards cloud based technology for storage and thus providing many benefits to the users. Explain any four reasons for cloud based applications comparing to installed applications. 4

3. (a) We have been using Emails and Google Drive's applications for our personal use, which are free versions of cloud computing. However, it makes a major impact in business organizations. Nowadays, why companies are migrating their business operations to cloud computing environment ? Give reasons by highlighting its advantages. 6

(b) Fixed assets process is used to ensure that the immovable assets of an enterprise are traced for financial accounting related purposes. In order to accomplish those tasks, what are the typical steps of fixed assets process to follow ? 4

4. (a) ABC Bank, one of the largest public sector banks, is planning to deploy and implement Core Banking System (CBS) to all its branches. As an IT consultant, suggest the deployment and implementation of CBS at various stages to ensure that bank's automation objectives are achieved. 6

(b) In recent times, new modes of money transfer have replaced the traditional methods of funds transfer. Most of the banks have now introduced digital mode of remittance, called Electronic Fund Transfer (EFT) which facilitates almost instantaneous transfer of funds. Define EFT and explain its types. 4

5. (a) Computers are used extensively to process data and to provide information for decision making. However, uncontrolled use of computers can have a widespread impact on a society. Explain the factors influencing the need for control and audit of information systems. **6**

(b) Today's ERP systems can cover a wide range of functions such as Human Resources, Supply Chain Management, Customer Relationship Management, Financials, etc. and integrating them into one unified database. As an IT consultant of a company, how will you influence the Management to migrate their activities to ERP system by explaining its benefits. **4**

OR

One of the major problems of doing online business is the question of security. Then, how do you protect your e-commerce business from intrusion ?

Section – B

6. Quick N Sturdy Inc., a multinational company, is undergoing feasibility study to introduce new luxury and sports car for specific group of customers. The product is meant for customers with distinctive preferences and special requirements. The product is not a standard one and as such the target market is also narrow. Company knows that demand for the product is large enough to be profitable for the company, but small enough to be ignored by other major industry players. The company wants to positon itself in the niche market with the prime consideration to offer unique features in the product for the target market. **1+2+2 =5**

In the given situation, identify the generic strategy as suggested by Michael Porter. Also state the advantages and disadvantages of such strategy.

7. (a) "The strategic management cannot counter all hindrances and always achieve success for an organization." Do you agree with this statement ? Give arguments in support of your answer. 1+4 =5

(b) You have been appointed as a Chief Executive Officer (CEO) in a company which is facing many difficulties in proper execution of its strategy. Explain the leadership roles which you should play in pushing for good strategy execution. 5

8. (a) A company started its operation in 2015 with Product Alpha. In early 2021, with intent to have its better presence in the market, the company diversifies by acquiring a company with product Beta. After sometime, it was observed that product Beta is not faring well. Aggressive competition was therein market for the product. It was also revealed that though customers are not price sensitive, but product was not keeping pace with the fast changing unique features as expected by its customers. 1+4 =5

Company has tried one of the retrenchment strategies by putting efforts to improve its internal efficiency, but could not get desired results. In the situation, company is of a considered view to remain and grow in product alpha and to decouple with product Beta from its portfolio.

As a strategist, suggest the retrenchment strategy to be adopted by the company. Also delineate reasons why a company should adopt such strategy ?

(b) What is cost leadership strategy ? Under what circumstances an organization can gain competitive advantages from cost leadership strategy ? Is there any risk in pursuing cost leadership strategy ? **1+3+1=5**

9. (a) "The TOWS Marix is a tool for generating strategic options/choices." Do you agree with this statement ? How it can help a strategist in decision making ? **1+4=5**

(b) "Strategic intent provides the framework within which the firm would adopt a predetermined direction and would operate to achieve strategic objectives." In the light of this statement, discuss the elements of strategic intent. **5**

10. (a) The growth rate of A & B Ltd. growth rate was around 10% per annum during the last decade. But thereafter its growth rate started falling and presently the growth rate of the company is very low around 1%. The company is facing twin problems, one the strategy is not implemented as planned; and two the results produced by the strategy are not in conformity with intended goals. **1+2+2=5**

You being a strategy consultant, advise the tool for audit of management performance. Also explain the need of such tool and its basic activities.

(b) "A well designed strategic management system can fail if insufficient attention is given to the human resource dimension." Elucidate this statement. 5

OR

Write short note on strategic Business Unit (SBU).
