

MOCK TEST PAPER - 2
INTERMEDIATE GROUP – II

PAPER – 7: ENTERPRISE INFORMATION SYSTEMS AND STRATEGIC MANAGEMENT

SECTION – A: Enterprise Information Systems

Time Allowed – 1½ Hours

Maximum Marks: 50 Marks

PART I: MULTIPLE CHOICE QUESTIONS

Total Marks: 15 Marks

Question No(s). 1 to 5 carries 2 marks each.

Healthcare is an area where any Government must invest as the growth of any nation is directly related to health of its population. With the growing population, the demand in the Indian healthcare industry has drastically changed in terms of IT requirements of hospitals. The existing challenges within the current healthcare system must be catered to. In current situation, some challenges are lack of equipped health centers with specialized doctors, nurses and infrastructure like beds, equipment, and diagnostic labs; manual processing of patient's records and appointments; non-availability of medicines and treatment etc. especially in rural areas. Under this situation, automation is the only solution through which hassle free processing in hospitals are maintained and the quality of medical services in a holistic manner are monitored. The automation comes with a challenge to secure the sensitive information of the patients undergoing treatment in a hospital.

Owing to the facts of the 'health industry', one of the reputed hospitals named Suraksha 24x7 Hospital, having a network of five hospitals in Delhi/NCR, has well implemented a user-friendly ERP package named "SafeHealthWiz" in all its hospitals to stay well connected with each other using a central database. The IT head of Suraksha 24x7 Hospital takes the backup of data of all five branches on the last day of every month. The management is under the process of opening its new hospital to provide best medical facilities in Noida's rural areas. For this purpose, the management has taken the loan from New Corporation Bank of India and has procured the equipment from S&N Manufacturers, one of the renowned companies in manufacturing of medical equipment.

Attempt Q. No(s) 1 to 4 based on the above case scenario. Question no. 5 is independent.

1. All the five hospitals of Suraksha 24x7 in Delhi/NCR are interconnected with each other with a central database. The patients may visit any of its five branches anytime. The complete medical history of the patients can be fetched by any hospital and thus does not require the patients to carry their medical records or past prescriptions. What do you think is the technology behind?
 - (a) Cloud Computing
 - (b) Bring Your Own Device
 - (c) Grid Computing
 - (d) Mobile Computing
2. While finalizing the account statements of Faridabad based Suraksha 24x7 hospital, Mr. Nirmal the accountant, noticed that all the online transactions made in the month of September showed that slicing of small amounts of money has been performed. Which type of technical exposure does it refer to?
 - (a) Data Diddling
 - (b) Salami Technique
 - (c) Bomb
 - (d) Worm

3. For the proper management of its data resources among all its five hospitals in Delhi/NCR, the management of the Suraksha 24x7 Hospital hired a third party so that centralized planning and control could be well implemented. During the implementation of Data Resource Management Controls by the third party, which of the following would not be encompassed under it?
 - (a) The availability of system in the case of data loss due to unauthorized access.
 - (b) The assurance to recover the data in case of any equipment failure or physical disaster.
 - (c) The program validation of input data and batch control over data in transit through the hospital.
 - (d) The logic-based errors detected in the system are corrected.
4. All five Suraksha 24x7 Hospital use an ERP package named SafeHealthWiz. However, the issues like SafeHealthWiz not being upgraded, tools being underutilized and not kept up to date are related to _____ aspect of ERP Implementation.
 - (a) People
 - (b) Process
 - (c) Technological
 - (d) Implementation
5. An employee of ABC Bank, Mr. Sushil altered the specific computer source code so that some major transactions could go untraceable in the bank's database and illegal money could be routed outside the country. Under which Section of Information Technology Act, 2000, will this act of Mr. Sushil be punishable?
 - (a) Section 66E
 - (b) Section 66B
 - (c) Section 65
 - (d) Section 66D

Question No(s). 6 to 10 carries 1 Mark each.

6. NewChoice Garments is an apparel manufacturing company that produces the garments for men and kids. The company has decided to automate its business processes to get the following benefits except the one. Pick the odd one out.
 - (a) Reduction in the number of tasks that employees need to perform.
 - (b) Gives visibility of the processes' status to the organization.
 - (c) Failure to identify future business needs.
 - (d) Accomplish more by optimal utilization of fewer resources.
7. MKL Pvt Ltd. uses XBRL for its business reporting which the company requires to share with its various stake holders. Identify the feature of XBRL which inhibits poor quality information being sent to a regulator, by being run by the preparer while the report is in its draft version.
 - (a) Multilingual support
 - (b) Testable Business Rules
 - (c) Strong Software Support
 - (d) Clear Definition

8. MM Movers and Packers is known for its quality of services PAN India and has an automated working environment with well implemented Segregation of Duties (SoD) control. The following are the statements w.r.t. SoD.
- I. Certain transactions' authorization by two or more persons.
 - II. Split custody of high-value assets.
 - III. All transactions' authorization to be segregated individually to avoid duplication of work.
- Choose the correct assertion from aforementioned statements.
- (a) Only I
 - (b) Only II
 - (c) Both I & II
 - (d) Only III
9. Identify the statement from the following which is not true for Private Cloud under Cloud Computing.
- (a) Budget is normally not a constraint for such a model.
 - (b) It improves average server utilization, allowing usage of low-cost servers and hardware while providing higher efficiencies.
 - (c) It provides a higher level of security and privacy than public cloud.
 - (d) It exhibits a central control feature maintained by organization which is using the private cloud.
10. Ms. Kirti purchased online a new dress for her birthday from lookbeautiful.com. She used internet banking facility by using her username and password to make the payment for her dress. Which of the following server stores all the login details of Ms. Kirti?
- (a) Internet Banking Channel Server
 - (b) Internet Banking Application Server
 - (c) Web server
 - (d) Database Server

Part II: DESCRIPTIVE QUESTIONS

Question No. 1 is compulsory. Attempt any three out of remaining four questions.

1. (a) Write a short note on Audit Hooks. **(3 Marks)**
(b) State various sources of risk that may exist in any organization. **(2 Marks)**
2. (a) Because of numerous advantages of flowchart, this form of pictorial representation is the most recommended form of presenting various processes used in any organization. In lieu of the above statement, mention several advantages of flowchart. **(6 Marks)**
(b) Discuss all Back-end applications of key module of Core Banking Systems (CBS). **(4 Marks)**
3. (a) The Controlling module of Enterprise Resource Planning facilitates the coordination, monitoring, and optimization of all the processes in an organization. Discuss various key features of Controlling Module of ERP. **(6 Marks)**
(b) Explain various activities that help in mitigating the possible threats and risks to Blockchain. **(4 Marks)**

4. (a) The Loans and Advances process that involves business of lending is one of the major activities executed by Core Banking Systems (CBS). Describe different risks and their corresponding controls related to Loan and Advances process. **(6 Marks)**
- (b) An auditor's primary objective in examining the management control framework for the information systems function is to evaluate whether management of an organization has performed all the activities and is managing well or not. Discuss the role of auditor in each activity performed by management. **(4 Marks)**
5. (a) Describe the concept of Virtualization and its application areas. **(6 Marks)**
- (b) As a policy of QSD University, every staff member must submit a monthly report of the query resolution to his/her Head of Department (HoD). Discuss the criteria that sought information should meet so that the report is useful for the respective HoDs. **(4 Marks)**

SECTION – B: STRATEGIC MANAGEMENT

Time Allowed – 1½ Hours

Maximum Marks – 50

Question 1 and 2 are compulsory.

Attempt any **three** questions out of remaining **four** questions.

1. (A) In the wake of increasing incomes among salaried individuals and a surge in economic consumption, Anant Khanna, a 23-year-old graduate from IIT Mumbai, identified a lucrative market opportunity. He launched a digital credit payback platform named Money Mox, targeting the growing second-generation demographic.

Since its inception last year, the company has swiftly garnered a user base of approximately two million active customers. The availability of disruptive technology from earlier FinTech startups facilitated the establishment of the platform. Money Mox's concept is straightforward: create an exclusive community of high-income, high-spending individuals and incentivize their purchases through credit and debit card rewards.

The company recently made headlines, attracting the interest of global investors. Following this, early investor Josh Kattings met with the team and advised them not to merely mimic the approach of Batuya, a key competitor with a distinct business model, but rather to learn, enhance, and refine the process for customers.

Surprisingly, Josh also proposed a collaboration between Money Mox and Batuya for enhanced market penetration. However, Anant and his team hesitated, as they were dealing with their own infrastructure issues and were more inclined towards outperforming the competition rather than forming alliances at this stage.

Last month, the company publicly disclosed its revenue projections, which caught the attention of established players in the banking sector. CBZ Bank, at the forefront of this interest, extended an offer to purchase Money Mox for 50 crores, under a 100% equity arrangement. Anant and his team are yet to respond to this substantial offer from the well-established bank, underscoring how unique ideas are valued in developing economies like India.

Based on the above Case Scenario, answer the Multiple-Choice Questions which are as follows:

1. Which model has been thoughtfully considered while taking the decision to dive into FinTech market?
 - (a) BCG growth share matrix
 - (b) ADL matrix
 - (c) Stop-Light strategy model
 - (d) SWOT analysis **(1 Mark)**

2. Money Mox's market strategy falls under which of Michael Porter's generic strategies?
 - (a) Cost leadership strategy
 - (b) Focused differentiation strategy
 - (c) Focused cost leadership
 - (d) Differentiation strategy **(1 Mark)**

3. Which of the following may be true about the downsides of the plan to work along with Batuya, that Anant and team might have considered?
- (a) Trade secrets can be spilled out
 - (b) Ally may become a competitor
 - (c) There may be good sharing of skills and technology and thus the costs will rise
 - (d) Only A and B **(1 Mark)**
4. Which procedural approach was brought out in the investor meeting by Josh Kattings for a better market standing of Money Mox?
- (a) Business process re-engineering (BPR)
 - (b) Benchmarking
 - (c) Change management
 - (d) Strategy control **(1 Mark)**
5. CBZ Bank's offer to buy 100% equity of Money Mox is an example of?
- (a) Horizontal merger
 - (b) Concentric diversification
 - (c) Strategic alliance
 - (d) Co-generic merger **(1 Mark)**
- (B) XYZ Corporation is a multinational conglomerate operating in various industries. They have a diverse portfolio of businesses, including a leading consumer electronics division, a growing e-commerce platform, a mature industrial machinery division, and a newly established software development unit. Which division of XYZ Corporation would most likely be classified as a "Star" in the BCG Growth-Share Matrix?
- (a) Consumer Electronics Division
 - (b) E-commerce Platform
 - (c) Industrial Machinery Division
 - (d) Software Development Unit **(2 Marks)**
- (C) Mr. Prakash and Mr. Pal are partners in a thriving business venture. Recently, they have become aware of their employees' dissatisfaction with their working conditions. Mr. Prakash believes that the situation should be dealt with before the employees explode. Mr. Pal, on the other hand, believes that if the employees have an outburst, then they will handle it. Mr. Prakash and Mr. Pal business philosophy is:
- (a) Reactive, Proactive
 - (b) Reactive, Reactive
 - (c) Proactive, Proactive
 - (d) Proactive, Reactive **(2 Marks)**
- (D) TechNo Solutions, a dynamic tech company, is considering a shift in its organizational structure to enhance efficiency. The management team is evaluating various strategies and decided to virtually eliminate in-house business functions. Which of the following organizational structures is TechNo Solutions shifting towards?

- (a) Network Structure
 - (b) Matrix structure
 - (c) Hourglass Structure
 - (d) SBU Structure **(2 Marks)**
- (E) ABC Fashion provides early access and exclusive designs to its exclusive clientele, emphasizing personalized experiences. Which marketing type does this exemplify?
- (a) Augmented marketing
 - (b) Service marketing
 - (c) Person marketing
 - (d) Relationship marketing **(2 Marks)**
- (F) Who ensures that the right materials are available at the right place, at the right time, of the right quality, and at the right cost?
- (a) Marketing management
 - (b) R & D management
 - (c) Supply chain management
 - (d) Logistics management **(1 Mark)**
- (G) What is one of the key purposes of having an organizational mission?
- (a) Ensuring unanimity of purpose within the organization.
 - (b) Setting short-term operational goals.
 - (c) Providing a basis for marketing strategies.
 - (d) Specifying financial forecasts. **(1 Mark)**
2. "XYZ Ltd., a multi-product company, has been experiencing consistent losses in recent years, leading to a significant erosion of its net worth. What strategic options should the management consider addressing the company's current situation? Provide recommendations along with supporting reasons." **(5 Marks)**
- 3 (a) Define Strategic Management. Also discuss the limitations of Strategic Management. **(5 Marks)**
- (b) Describe the principal aspects of strategy-execution process, which are included in most situations. **(5 Marks)**
4. (a) "A well designed strategic management system can fail if insufficient attention is given to the human resource dimension." ·Elucidate this statement. **(5 Marks)**
- (b) Woodworld Ltd. is a company manufactures a variety of household furniture items. They offered traditional designs, low cost furniture items to low income group customers. During the last couple of years, the company has been observing a fall in the market share. This is due to the change in the taste and preferences, designing, better quality, increase in purchasing power of buyers towards the household furniture. The customers are switching away traditional designs and material that have been the backbone of Woodworld Ltd.
- As a CEO of Woodworld Ltd., what can be the strategic options available with you. **(5 Marks)**

- 5 (a) Rajiv Arya is owner of an electrical appliance company that specializes in manufacturing of domestic vacuum cleaners. There are four other manufacturers with similar products and sales volume. Current rival firms also own a number of patents related to the product. The supplier base for procurement of raw material is also very large as there are multiple suppliers.

Identify Porter's Five Forces that may be classified as significant for the company? Explain.

(5 Marks)

- (b) What is strategic control? Briefly explain the different types of strategic control?

(5 Marks)

- 6 (a) 'A strategy-supportive culture promotes good strategy execution.' Explain.

(5 Marks)

- (b) Differentiation between Strategic Planning and Operational Planning.

(5 Marks)