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| Question Paper | |
|---|---------------|
| Enterprise Information Systems & Strategic Management | Duration: 180 |
| Details: Test – 1 | Marks: 100 |

Instructions:

- All the questions are compulsory
- Properly mention test number and page number on your answer sheet, Try to upload sheets in arranged manner.
- In case of multiple choice questions, mention option number only Working notes are compulsory wherever required in support of your solution
- Do not copy any solution from any material. Attempt as much as you know to fairly judge your performance.

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PART – I

Division A - Multiple Choice Questions

Question Nos. 1 to 5 Carries 2 Marks each. Out of which Question No. 1 – 4 belong to case scenario.

Case Study:

ABC Pvt. Ltd. Is dealing with car spare parts and accessories business in India. It decided to automate many old age practices of business management and customer handling process by adopting new technology and techniques. Company decided to adopt BPA process to provide best services to all stakeholders. Company also decide to take cloud services to host all web activities which also allows company to make global presence. Company decided to take services of Gobuddy.com for cloud storage and application management. Along with BPA and Cloud Services company also decided to adopt ERP system to manage all business functions with higher effectiveness and efficiency. With ERP system company wants to collect data of customer for the purpose of storage and analysis. With reference to above case study, answer following

1. Company decided to take cloud services from Gobuddy.com, it represent which type of cloud services:

- (a) Private Cloud
- (b) Public Cloud
- (c) Hybrid Cloud
- (d) Community Cloud

(2 Marks)

2. Which one of the following is not a benefit of BPA.

- (a) Cost Saving
- (b) Time Saving
- (c) Skills Enhancement
- (d) Improves operational efficiency

(2 Marks)

3. Which one of the following is not a benefit of Gobuddy.com cloud services.

- (a) Metered Services
- (b) Scalability
- (c) Availability
- (d) Security

(2 Marks)

4. Which module of ERP helps for better understanding of customer choice, preference of purchase and also managing data for future communication.

- (a) Customer Retention Management Module
- (b) Customer Relationship Management Module
- (c) Customer Reaction Management Module
- (d) None of the above

(2 Marks)

5. Collecting data for the purpose of storage and analysis is called as:

- (a) Big data
- (b) Data mining
- (c) Data warehouse
- (d) None of the above

(2 Marks)

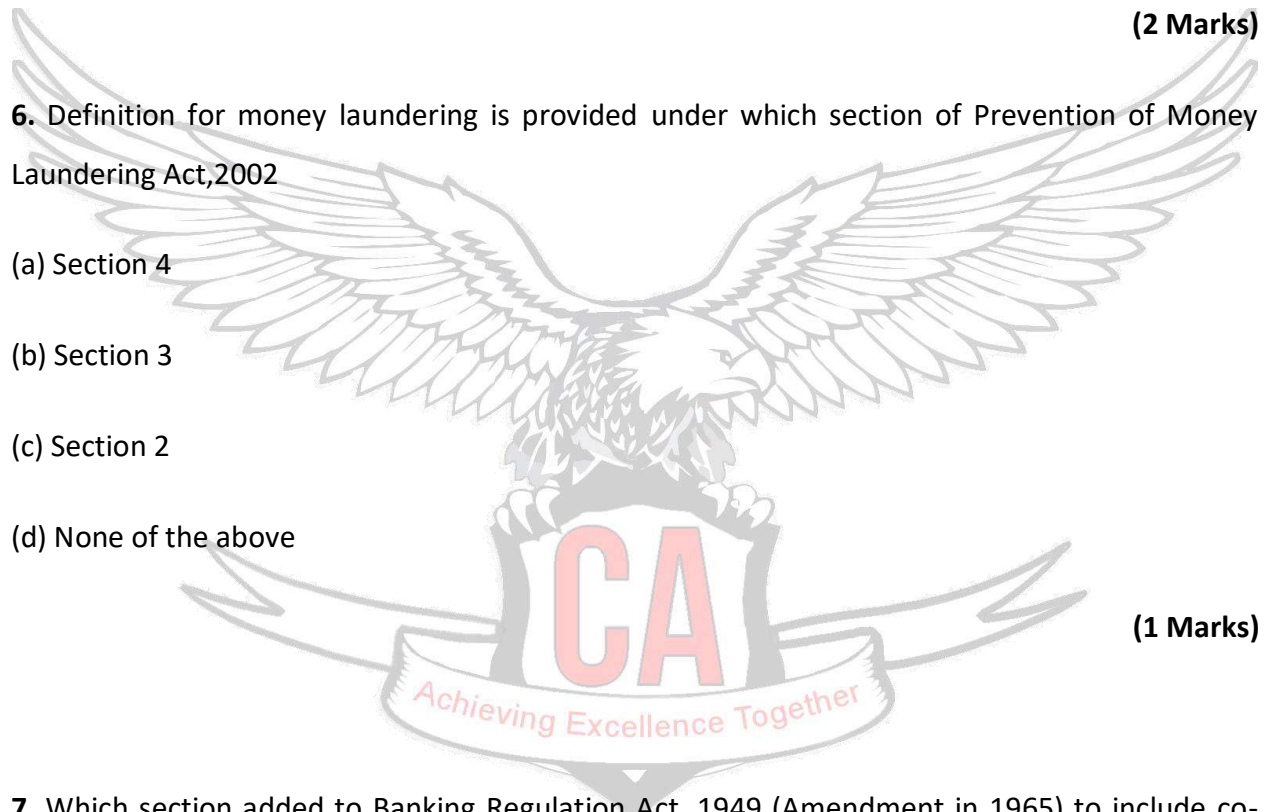
6. Definition for money laundering is provided under which section of Prevention of Money Laundering Act,2002

- (a) Section 4
- (b) Section 3
- (c) Section 2
- (d) None of the above

(1 Marks)

7. Which section added to Banking Regulation Act, 1949 (Amendment in 1965) to include co-operative banks under its purview :-

- (a) Section 56
- (b) Section 22
- (c) Section 65
- (d) Section 55



(1 Marks)

8. ETL stands for

- (a) Extraction Transfer Load
- (b) Extraction Transformation Location
- (c) Extraction Transformation Load
- (d) Extraction Track Lead

(1 Marks)

9. _____ is the extent of the loss the enterprise has to face when a risk is materializes.

- (a) Risk Assessment
- (b) Risk Response
- (c) Threat
- (d) Exposure

(1 Marks)

10. Which one is not an example of Banking software:

- (a) BANKS
- (b) FinnOne
- (c) Flexcube
- (d) BankMate

(1 Marks)

Division B - Descriptive Questions

Question 1 is compulsory

Attempt any three questions from the remaining four questions

Q.1 (a) What are the types of access rights that can be granted to different employees with respect to the master data, transaction data and reports of the organisation? Mr. Alok is the HR Manager of Bharat Tools Ltd., a manufacturing company. According to you what kinds of access rights that can be granted and what access rights that can be denied to Mr. Alok.

(3 Marks)

(b) State characteristic of voucher numbers.

(2 Marks)

Q.2 (a) A Book Publisher offers discount to customers on the basis of customer type and number of copies ordered as shown below:

| Customer Type | Number of Copies Ordered | Discount % |
|---------------|--------------------------|------------|
| Book Seller | More than 10 | 25 |
| | Less than or equal to 10 | 15 |
| Library | More than 5 | 20 |
| | Less than or equal to 5 | 10 |

Customer number, name, type, book number, number of copies ordered and unit price are given as input. Draw a flowchart to calculate the net amount of the bill for each customer and print it. The above is to be carried out for 50 customers

(6 Marks)

(b) State Computer Related Offences Provided U/s 43 of Information Technology Act, 2000

(4 Marks)

Q.3 (a) KYC Bank Ltd. Is currently working under non-core activities but planning to adopt core banking infrastructure, you are appointed as an IT advisor by KYC Bank Ltd. To provide detailed procure for adoption of core banking infrastructure.

(6 Marks)

(b) What is Big Data? State the benefits of Big Data processing.

(4 Marks)

Q.4 (a) Risk associated with e-commerce transactions are high compared to general internet activities. Provide a list of risk associated with e- business.

(6 Marks)

(b) Logical Access Control helps organisation to keep data and other IT resources safe from Hackers and other Logical Access violators. To maintain best Logical Access Control, organisation can apply control on different layers, provide control to be applied in case of User Access Management.

(4 Marks)

Q.5 (a) Cloud computing is a model that enables the end users to access the shared pool of resources such as computer, network, storage, database, and application as an on-demand

services without the need to buy or own it. Explain different types of cloud computing services models.

(6 Marks)

(b) (i) Provide Post implementation related Risk and Corresponding controls in ERP Based software.

(2 Marks)

(ii) State the various types of mortgage loans offered by banks.

(2 Marks)

Or

(ii) Audit Trails are logs that can be designed to record activity at the system, application and user level. With reference to above provide types of Audit Trails.

(2 Marks)



Division A - Multiple Choice Questions

XYZ Company is one of the most famous conglomerate in the world. It has 20 product brands worth more than 100000 crores. XYZ Automobile, XYZ FMCG (subsidiary), XYZ Steel (acquisition), XYZ Telecom (joint venture), ABC (acquisition), XYZ Agri, XYZ Coffee and XYZ Infotech are just some of the famous names that XYZ Company manages. XYZ's mission to be the most reliable global network for customers and suppliers, that delivers value through products and services. To be a responsible value creator for all our stakeholders. XYZ's vision is articulated as achieving business and financial success while leaving a positive imprint on society – delivering what it calls Performance with Purpose. For example, XYZ's IT programmes

presently benefits over 24,000 students and teachers across 14 states through sourcing initiatives. All the spare parts used in their automobile business is manufactured in India and sourced from Indian small scale companies. Through its 360-degree farmer connect initiatives for coffee beans cultivation, XYZ provides training and seed support, advanced plant protection programs, and assured buy-back with reasonable returns. Besides backward integration with farmers it has invested in storages along its supply chain. Since 2015 it has been Water Positive by conserving, utilising and managing this most important resource in a sustainable manner. Along with diversity in products, it has also diversified geographically. XYZ operates all around the world. Around 30 per cent of its sales come from the Germany and South Africa. Given this breadth of business and market scope, XYZ faces a variety of strategic scenarios: some business in their portfolio are “stars”, some are “cash cows”, while some are “dogs”. It is not inconceivable that XYZ’s different businesses at different times go through different stages of strategy thus necessitating a portfolio approach to strategy formulation with reference to market /business growth and market share such as BCG Matrix. Based on the above Case Scenario, answer the Multiple Choice Questions which are as follows

1:. Match the columns in respect of the following elements of the strategic intent and their descriptions

| Column A | Column B |
|------------------------|---|
| 1. Vision | a. delineates the firm’s business |
| 2. Business model | b. Blueprint of company future |
| 3. Business definition | c. Strategy for the effective operation of the business |

| | |
|-------------------|--|
| 4. Business model | d. Explain the business undertaken by the firm |
|-------------------|--|

(a) (i)-(a); (ii)-(b); (iii)-(c); (iv)-(d) (b) (i)-

(b) (ii)-(c); (iii)-(d); (iv)-(a)

(c) (i)-(c); (ii)-(b); (iii)-(d); (iv)-(a)

(d) (i)-(b); (ii)-(a); (iii)-(d); (iv)-(c)

(2 Marks)

2. State the two dimensions implied by portfolio approach to strategy formulation in XYZ's experiences are:

(a) Vision and Mission

(b) Business strength and Market attractiveness

(c) Market Growth and Relative Market Share

(d) Market growth rate and Business strength

(2 Marks)

3. The business portfolio classification implied by BCG Matrix comprises which of the following combinations?

(a) Growth; Stability; Retrenchment; Turnaround

(b) Weakness-Threat; Weakness-Opportunity; Strength-Opportunity; Strength- Threat

(c) Cash-Cows; Stars; Question Marks; Dogs

(d) Market Penetration; Product Development; Market Development; Diversification

(2 Marks)

4. What type of diversification strategy can be observed in case of XYZ?

(a) Concentric

(b) Conglomerate

(c) Horizontal

(d) Vertical

(1 Marks)

Multiple Choice Questions

1. Which of these basic questions should a vision statement answer?

(a) What business we are in?

(b) Who are our competitors?

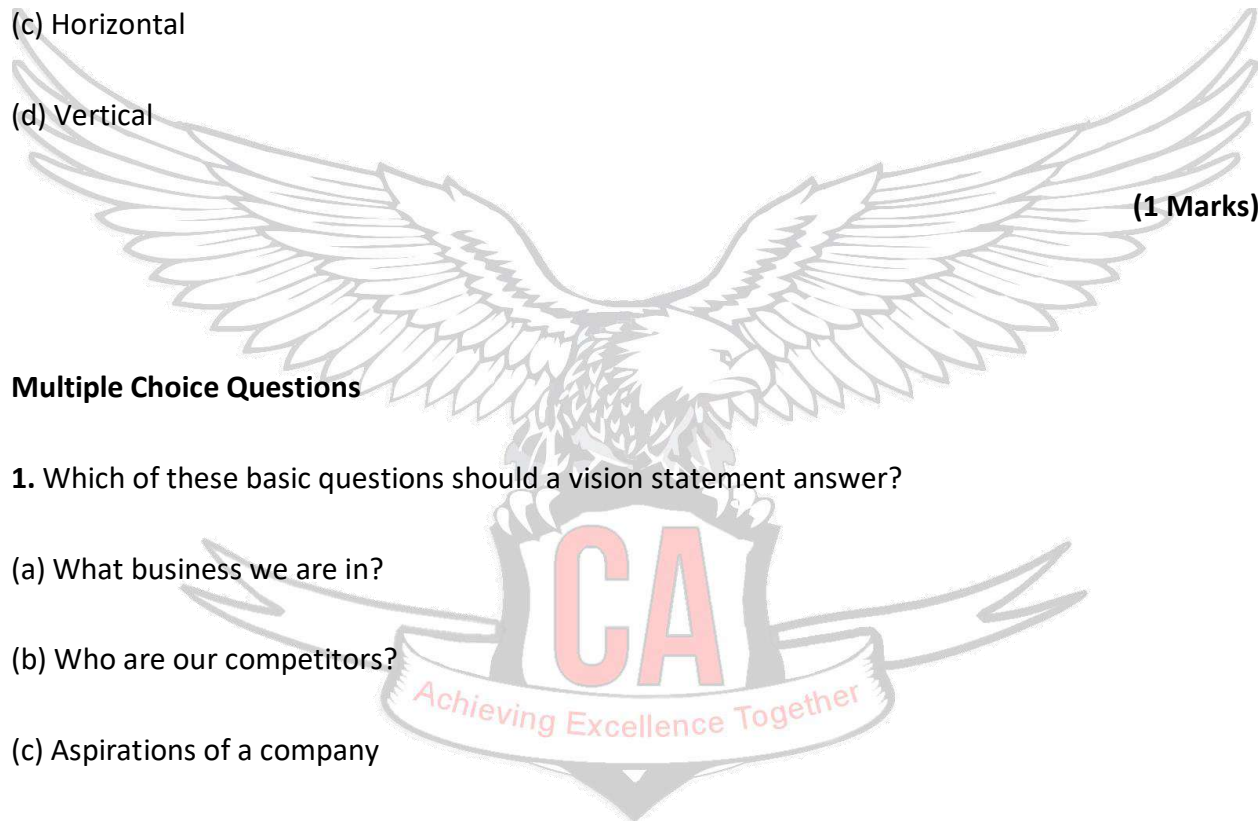
(c) Aspirations of a company

(d) Why do we exist?

(1 Marks)

2. According to Michael Porter, what is usually the most powerful of the five competitive forces?

(a) Rivalry among existing firms



- (b) Threat of substitutes
- (c) Bargaining power of buyers
- (d) Bargaining power of suppliers

(1 Marks)

3. In BCG matrix, an organization is _____ if it has a low relative market share position and competes in a slow- growth industry.

- (a) Dog
- (b) Question Mark
- (c) Star
- (d) Cash Cows

(1 Marks)

4. Process of choosing the most feasible customer segment and target groups?

- (a) Market Segmentation
- (b) Marketing
- (c) Market Positioning
- (d) Market Target

(1 Marks)

5. Which section of the TOWS Matrix involves matching internal strengths with external threats?

- (a) The WT cell

(b) The SW cell

(c) The SO cell

(d) The ST cell

(1 Marks)

6. In evaluating strategies, which one of Rumelt's criteria for evaluating strategies, refers to the need for strategists to examine sets of trends?

(a) Consistency

(b) Consonance

(c) Feasibility

(d) Advantage

(1 Marks)

7. _____ marketing can be used to smoothen or regularize the pattern of demand through flexible pricing, promotion, and other incentives.

(a) Synchro

(b) Enlighten

(c) Differential

(d) Balanced

(1 Marks)

8. An important activity in _____ is taking corrective action.

- (a) Strategy evaluation
- (b) Strategy implementation
- (c) Strategy formulation
- (d) Strategy leadership

(1 Marks)



Division B - Descriptive Questions

Question No. 10 is compulsory Attempt any three question out of remaining four questions

Q.6 (a) Explain the differences between three levels of strategy formulation..

(5 Marks)

(b) The Audit Committee of Theta Ltd on observing a sluggish growth has advised a radical internal digital transformation. A strategy audit was proposed to identify problem areas and correct the strategic approaches that have not been effective so far. The strategy auditor while measuring organisational performance has identified gaps in flow between order booking by the sales department and the dispatch of product by the delivery department, which amounts to success of one department means failure for another. With reference to Richard Rumelt's criteria for strategy audit, identify and explain the correct evaluation criteria to be adopted.

(5 Marks)

Q.7 (a) Write a short note on Product Life Cycle (PLC). State its significance in portfolio analysis.

(5 Marks)

(b) What is a mission statement? State the points that may be considered while writing a mission statement of a company.

(5 Marks)

Q.8 (a) Distinguish between the following:

(i) Forward Integration and Backward Integration.

(ii) Vastralok Ltd., was started as a textile company to manufacture cloth. Currently, they are in the manufacturing of silk cloth. The top management desires to expand the business of the cloth manufacturing. To expand they decided to purchase more machines to manufacture cotton cloth. Identify and explain the strategy opted by the top management of Vastralok Ltd.

(5 Marks)

(b) What is supply chain management? Is it same as logistics management? Discuss.

(5 Marks)

Q.9 (a) What do you mean by strategic leadership? What are two approaches to leadership style?

(5 Marks)

(b) What is strategic decision making? Briefly explain the major dimensions of strategic decisions.

(5 Marks)

Q.10 Explain in detail the 4 P's of marketing.

(5 Marks)