

NOV 2018

Roll No. ....

IPCE (New Syllabus)

Paper - 7

Total No. of Questions – 12

Enterprise Information Systems  
& Strategic Management

Total No. of Printed Pages – 12

Time Allowed – 3 Hours

Maximum Marks – 100

## SAUP-H

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.

- |                                          | Marks      |
|------------------------------------------|------------|
| 1. Answer the following in brief :       | 5×2<br>=10 |
| (a) Explain 'Data Flow Diagram'.         |            |
| (b) Define 'Data Analytics'.             |            |
| (c) Explain the term 'Cryptography'.     |            |
| (d) Describe the term 'Digital Library'. |            |
| (e) Define 'Proxy Server'.               |            |

SAUP-H

P.T.O.

2. (a) "Enterprise Risk Management (ERM) does not create a risk-free environment; rather it enables management to operate more effectively in environments filled with risks". In view of this statement, explain the various benefits, which Board of Directors and Management of an entity seek to achieve by implementing the ERM process within the entity. 6
- (b) A business organization is planning to switch on to an integrated software for accounting as well as tax compliance instead of separate software for accounting and tax compliance. Being a consultant to the management of this organization, you are required to advise them on various Pros and Cons of having single software for both the accounting and tax compliance. 4
3. (a) 'Web Applications' are one of the two ways of using a software including Financial and Accounting Software and now-a-days, the use of web applications is increasing rapidly. You, being an IT consultant, have to list out some of the advantages and disadvantages of using web applications. 6
- (b) Data that is waiting to be transmitted are liable to unauthorized access called 'Asynchronous Attack'. Explain various types of Asynchronous attacks on data. 4

(3)

**SAUP-H**

**Marks**

4. (a) Subsequent to demonetization, one of your elderly neighbour, who was using traditional digital methods of making payments like cards, net banking etc., asked for your help to know about the various new methods of Digital Payments. Identify and explain various new methods of Digital Payments for him. 6
- (b) Explain various key aspects in-built into the architecture of a Core Banking System. 4
5. (a) In line with the suggestions of RBI, M/s. ABC Bank is planning to obtain ISO 27001 : 2013 certification for its Information Security Management System. As an IS Auditor, you are required to prepare a sample list of Risks w.r.t. Information Security for the Bank. 6
- (b) Discuss various application areas of 'Virtualization'. 4
6. (a) An operating system allows users and their applications to share and access common computer resources and execute a variety of activities. Hence, protecting operating system access is extremely crucial. Identify various steps through which protection of operating system access can be achieved. 8

**SAUP-H**

**P.T.O.**

(4)

**SAUP-H**

**Marks**

- (b) State the required characteristics of goals to be achieved by implementing Business Process Automation (BPA). **2**

**OR**

- Give two examples of the Risks and Control objectives for Human Resource Process at configuration level. **2**

**Section – B**

**Marks : 50**

Question No. 7 is compulsory.

Attempt any four out of the remaining five questions.

**Marks**

7. (a) List the different strategic levels in an organization. **2**
- (b) Present a diagrammatic representation of a Strategic Management model. **2**
- (c) List the advantages of Strategic Alliances. **2**
- (d) What do you mean by "Economics of Scale" ? **2**
- (e) Define Augmented Marketing. Give two examples. **2**

**SAUP-H**

(5)

**SAUP-H**

**Marks**

8. Which of the following statements are correct and which are incorrect ?

Give reasons in brief for your answer.

- |     |                                                                                              |   |
|-----|----------------------------------------------------------------------------------------------|---|
| (a) | Vision is one of the key elements of Strategic Intent.                                       | 2 |
| (b) | Structure has no impact on the strategy of the organization.                                 | 2 |
| (c) | There is no distinction between Bench Marking and Business Process Reengineering.            | 2 |
| (d) | Acquiring of ambulance services by a hospital is an example of forward integration strategy. | 2 |
| (e) | There is no such thing as backward integration.                                              | 2 |

9. (a) Manoj started his telecom business in 2010. Over next five years, he gradually hired fifty people for various activities such as to keep his accounts, administration, sell his products in the market, create more customers, provide after sales service, coordinate with vendors.

Draw the organization structure Manoj should implement in his organization and name it.

- (b) Sohan and Ramesh are two friends who are partners in their business of making biscuits. Sohan believe in making profits through selling more volume of products. Hence, he believes in charging lesser price to the customers. Ramesh, however of the opinion that higher price should be charged to create an image of exclusivity and for this, he proposes that the product to undergo some change.

Analyse the nature of generic strategy used by Sohan and Ramesh.

**SAUP-H**

**P.T.O.**

(6)

**SAUP-H**

**Marks**

10. (a) Describe corporate culture. Elaborate the statement "Culture is a strength that can also be a weakness". **5**
- (b) Explain the marketing mix in the context of modern marketing. **5**
11. (a) What steps are to be considered for implementing the supply chain management in a business organization ? Explain. **5**
- (b) "Strategy is partly proactive and partly reactive." Elaborate. **5**
12. (a) Write a short note on strategic change and explain the process of strategic change. **7**
- (b) Identify three aspects of impact of IT Systems on Business Process Reengineering and list three areas where it provides business value. **3**

**OR**

Examine the significance of KSFs (Key Success Factors) for competitive success. **3**

---

**SAUP-H**