

MOCK TEST PAPER-II
INTERMEDIATE (IPC): GROUP – II
PAPER – 7: INFORMATION TECHNOLOGY AND STRATEGIC MANAGEMENT
SECTION – A: Information Technology

Time Allowed – 1½ Hours

Maximum Marks: 50 Marks

Part I : Multiple Choice Questions

Total Marks: 15 Marks

Question Nos. 1 to 5 carries 2 marks each.

XYZ Pvt. Ltd. is an e-commerce marketplace connecting businesses desiring to outsource digital services to willing freelancers wherein businesses can find the quality freelancers by browsing their samples of previous work and reading their profile reviews. The freelancers can bid for projects on the basis of title, description and area of expertise. The company makes money primarily through transaction fees and service fees from both businesses and freelancers for offering set of services in many categories. The company's aim is to provide fast, accurate, and timely services to its customers. The necessary control policies of company is being in place for early detection and prevention of unlawful events that arise from inaccurate, incomplete and redundant inputs that enter into the system.

The company intends to enter into market as Data Analytics Service Provider by offering services at maximum level of computer optimization. The company would arrange the data to help the businesses identify market gaps, marketing strategy, and product development. Seeking the huge investment in this expansion, the company decides to hire JJ Services for various resources like network, servers, development platforms, storage and software.

Based on the above scenario, answer the Multiple-Choice Question No(s) 1 to 4.

- 1 XYZ Pvt. Ltd. hires JJ Services for various resources like network, server, storage and deploying applications to be used in Data Analytic services. Which of the following cloud computing service models has been adopted by JJ Services to cater to the requirements of XYZ Pvt. Ltd.?
 - (a) Software as a Service
 - (b) Platform as a Service
 - (c) Infrastructure as a Service
 - (d) Server as a Service
- 2 In purview of above case scenario, XYZ Pvt. Ltd. hinges on Business Process Automation (BPA) that features the following three-critical pillars except one. Identify it.
 - (a) Automation
 - (b) Integration
 - (c) Orchestration
 - (d) Substitution
- 3 Which type of business model is being followed by XYZ Pvt. Ltd. through its e-commerce marketplace?
 - (a) Business-to-Business (B2B) e-Commerce
 - (b) Business-to-Consumer (B2C) e-Commerce
 - (c) Consumer-to-Business (C2B) e-Commerce
 - (d) Consumer-to-Consumer (C2C) e-Commerce

- 4 XYZ Pvt. Ltd. uses a feedback system before hiring JJ Services for various resources' requirement. Which of the following Information System would have been used by XYZ Pvt. Ltd. to capture and analyze the feedback data?
- (a) Management Information System
 - (b) Transaction Processing System
 - (c) Operation Processing System
 - (d) Knowledge Management System
- 5 ABC Ltd. is a leading manufacturer of water bottles since 2010. For last 4 years, the sale of company has declined at a faster pace. Hence, the company takes continuous feedback from its customers and implements a structured approach of ongoing refinement in response to the feedback received. Which approach do you think has been adopted by the top management of ABC Ltd. to improve the quality of its product?
- (a) Total Quality Management
 - (b) Business Process Automation
 - (c) Six Sigma
 - (d) Process Management
- (2 x 5 = 10 Marks)**

Question Nos. 6 to 10 carries 1 mark each.

- 6 ABC is a corporative bank that owns an application to enable its customers to make financial transactions, check balances and perform various banking operations through their smart phones or tablets. Which of the following technology is being used by bank in this case?
- (a) Grid Computing
 - (b) Green Computing
 - (c) Mobile Computing
 - (d) Parallel Computing
- 7 In which of the technique of switched communication network, the data message is transferred from source to destination in such a way that message is broken up into small transmission units?
- (a) Packet Switching
 - (b) Message Switching
 - (c) Circuit Switching
 - (d) Unit Switching
- 8 Ms. Sneha booked an air ticket from Delhi to Chennai through a travel agent. She made a payment of Rs. 6000 through net banking. The amount was deducted from her account but was not credited to agents' account. Which of the following factor is not satisfied to qualify it as successful transaction?
- (a) Isolation
 - (b) Consistency
 - (c) Atomicity
 - (d) Durability
- 9 During her interview for articleship, an intermediate student of CA course was asked to write the correct sequence of the following sub-processes of Accounting Process Flow.
- (i) Journal, (ii) Trial Balance, (iii) Adjusted Trial Balance, (iv) Closing Entries, (v) Ledger, (vi) Source Document, (vii) Financial statement, and (viii) Adjustments

If she answered the question correctly, choose the correct sequence that she might have written in her answer.

- (a) (i)-(ii)-(iii)-(iv)-(v)-(vi)-(vii)-(viii)
- (b) (v)-(i)-(iv)-(vi)-(vii)-(ii)-(iii)-(viii)
- (c) (i)-(iv)-(iii)-(v)-(vi)-(ii)-(viii)-(vii)
- (d) (vi)-(i)-(v)-(ii)-(viii)-(iii)-(iv)-(vii)

10 To avoid physical gathering during existing Covid 19 period, Mr. X called an annual meeting with the Heads of all Departments of his company through Google meet app. This is an example of _____ service model of Cloud Computing.

- (a) Network as a Service (NaaS)
- (b) Platform as a Service (PaaS)
- (c) Infrastructure as a Service (IaaS)
- (d) Software as a Service (SaaS)

(1 x 5 = 5 Marks)

Part II: Descriptive Questions

- 1 (a) An Application Software in an Information System performs various functions as required by the user. Explain various benefits using such Application Software. **(3 Marks)**
(b) Write a short note on Post-implementation Audit during System Development Process. **(2 Marks)**
- 2 (a) E-Commerce is the combination of technologies and consumer-based services. Discuss in brief different classes of e-Commerce application that forms a new paradigm to online business. **(6 Marks)**
(b) Mr. Amit purchased a bicycle worth Rs.15,000 for his son from online portal www.kkdz.com. He made the payment through his credit card of ABC Bank. Explain the steps how a payment through Credit Card has got processed. **(4 Marks)**
- 3 (a) Cloud Computing serves the business organizations for storage, networking, and other services. In light of this statement, explain the characteristics of cloud computing. **(6 Marks)**
(b) The management of DEF company is planning to adopt the automation of its major business processes. Mr. Ajay has been requested to brief all steps of implementing Business Process Automation to the members of management. List down the sequential steps of implementing BPA that can be part of Mr. Ajay's presentation. **(4 Marks)**
- 4 (a) In any organization, information can be effectively managed through proper documentation that describes the procedure followed by employees to accomplish their tasks. Briefly explain the reasons why documentation is an important part during development of information system. **(6 Marks)**
(b) Internet is the network architecture that makes everyone's life so easy and is based on Transmission Control Protocol/Internet Protocol (TCP/IP). Explain the various levels or layers of TCP/IP can be used in Internet, Intranet and Extranet. **(4 Marks)**
- 5 (a) The decisive objective of Artificial Intelligence (AI) is to make the computer to discover, sketch and crack problems in parallel. In the similar lines, AI has many commercial applications. Discuss some of them. **(6 Marks)**
(b) Business Process Management (BPM) improvises the end-to-end business processes of an organization at its various stages leading to the growth in revenue and control on resource cost. Explain various phases of Business Process Management Life Cycle that help an organization to achieve this objective. **(4 Marks)**

SECTION – B: STRATEGIC MANAGEMENT

Time Allowed – 1½ Hours

Maximum Marks – 50

Question 1 and 2 are compulsory.

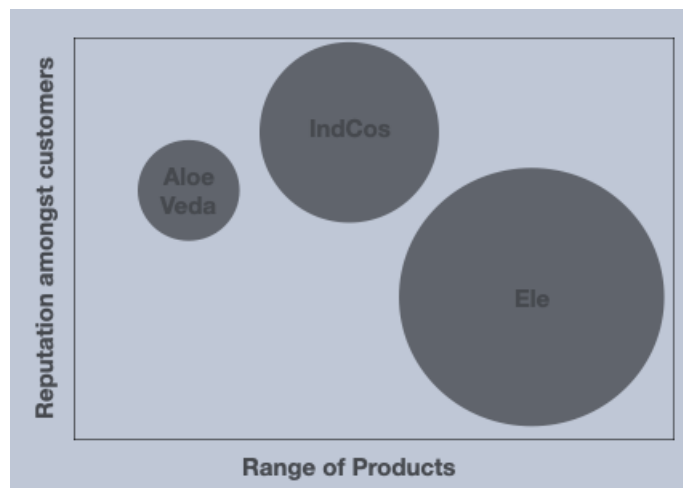
Attempt any **three** questions out of remaining **four** questions.

1. (A) Aloe Veda, a women run health company has been making innovative products based on Aloe Vera. Their portfolio includes creams, edibles, juices, face masks, and now even hand sanitizers. They have had a simple focus; luring women customers of all ages who care about their personal health and hygiene at prices that the common consumer can afford. The market is growing over the years and even men have shown interest in their products.

However, running the company has not been easy, for big FMCG brands are readily offering similar products with better reach. Mr. Mukesh Bakshi was onboarded to help the company scale up its customer reach and he implemented old school distribution tactics. The distributors were offered better margins, foreign trips and gifts and even profit sharing in some cases. This helped the company shelf Aloe Veda products at most of the retailers. Online business was also ramped up diligently.

Mukesh has been instrumental in achieving targets, but the core team has been a group of close-knit partners who have built the company on trust. And as the business grew, the partners took up individual responsibilities in an autonomous fashion, where each one of them was responsible for their own segment's operations and process improvement, and collectively driven by positive and margins. The policy of "trust all, ask no questions" could be seen at the leadership level.

The company has been aware of its industry and the players therein, with different set of strengths and economic backgrounds, but it wanted to deep dive into some more metrics to get a holistic view of the competition. For that, they reached out to KMGP LLP to project a strategic group mapping for them, based on which they could plan ahead. KMGP LLP prepared the below chart;



Business segment of Ale Veda has been booming industry wide, all they need to focus is on maintaining their values and scaling before it's too late. And of course, keeping an eye on the external business environment shall be crucial too.

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

1. Mukesh Bakshi, has been leading Aloe Veda from the front with a spear headed strategy on innovating which of the following?
(a) Product
(b) Price
(c) Place
(d) Promotion **(1 Mark)**
 2. Aloe Veda has been taking up competition with big FMCG brands in which of the following segments?
(a) Cost Leadership of Supply Chain
(b) Differentiation of Product
(c) Focused Cost Leadership of Product
(d) Focused Differentiation of Product **(1 Mark)**
 3. Which important aspect of organisational structure configuration is missing in Aloe Veda?
(a) Configuration of Intended Roles
(b) Configuration of Processes
(c) Configuration of Decision Making
(d) Configuration of Governance Mechanism **(1 Mark)**
 4. As per strategic group mapping done by the marketing team, which of the following is the biggest threat for Aloe Veda for its niche market?
(a) Ele
(b) IndCos
(c) Strategic group mapping does not tell that clearly
(d) There are no threats to their niche market **(1 Mark)**
 5. Suppose Aloe Veda asks its customers to plant Aloe Vera plant in their houses to get additional discounts. From Aloe Veda's strategic intent of being environmentally inclined while retaining its customers, much before rivals try to poach them, can be termed as?
(a) Planned Strategy
(b) Reactive Strategy
(c) Adaptive Strategy
(d) This is not a strategy, it is a marketing gimmick **(2 Marks)**
- (B) During which stage of the Product Life Cycle will marketing strategies need to concentrate on differentiating a product from competing products, building brand loyalty and offering incentives to attract competitor's customers to switch?
- (a) Decline
 - (b) Growth

- (c) Maturity
 - (d) Introduction **(2 Marks)**
- (C) Meba Ltd. had a huge capacity of 40,000 Kilo Litres production of Kerosene Oil, and they were able to achieve 90% of it almost always, while the teams were also aware that they can achieve 100% capacity with very less efforts, but always kept margins. Further, the business team was planning to setup two more plants of 20,000 Kilo Litre capacity each in the next five years. This was a welcomed move from state governments as well. From the above, which of the following aspects of objectives is missing by production team?
- (a) They should be clear and quantifiable.
 - (b) They should be concise.
 - (c) They should be challenging.
 - (d) They should provide standard for comparative appraisal. **(2 Marks)**
- (D) In context to BCG matrix, which of the following statements is not correct?
- (a) The BCG assumes that all products will grow and mature.
 - (b) The BCG can be used to examine a company's current product portfolio.
 - (c) A company with only cash cows and dogs has limited long-term prospects.
 - (d) All of the above **(1 Mark)**
- (E) When there is impact of strategy implementation on strategy formulation it can be referred as?
- (a) Backward Linkages
 - (b) Forward Linkages
 - (c) Vertical Linkages
 - (d) Horizontal Linkages **(1 Mark)**
- (F) A rubber manufacturer starts making shoe soles and gum can be termed as?
- (a) Conglomerate Diversification
 - (b) Concentric Diversification
 - (c) Horizontal Integration
 - (d) Vertical Integration **(1 Mark)**
- (G) Marketing and Sales of Hindustan Unilever Limited and lowering of operating cost by Walmart are examples of what?
- (a) Competitive Advantage
 - (b) Core Competency
 - (c) Strategic Planning
 - (d) Key Performance Indicators (KPIs) **(1 Mark)**

- (H) The strategic landscape of healthcare sector around the world is changing rapidly because of-
- (a) Doctors Educational Interests
 - (b) Indian Nurses going to abroad
 - (c) Internet and Technological advancement
 - (d) Patients being more aware **(1 Mark)**
2. BHAVNAV is a business which makes and sells laptop computers in France. In recent years it has been struggling to compete with its rivals and has seen a significant fall in its market share. BHAVNAV's managers identify that majority of its products launched by BHAVNAV's rivals were high specification, with good quality materials and many innovative design features. Products with inferior quality, such as those sold by BHAVNAV have not sold well in France. This information led BHAVNAV's management team to decide to select a new business strategy based on Porter's Generic Strategic Model. Identify and suggest the best business strategy BHAVNAV's management has to opt for? **(5 Marks)**
3. (a) Shri Alok Kumar is having his own medium size factory in Aligarh manufacturing hardware consisting handles, hinges, tower bolts and so on. He has a staff of more than 220 in his organisation. One of the leading brand of Hardware seller in India is rebranding and selling the material from his factory. Shri Alok Kumar, believes in close supervision and takes all major and minor decisions in the organisation.
- Do you think Shri Alok should take all decisions himself? What should be nature of decisions that should be taken by him. **(5 Marks)**
- (b) What are the advantages of a strategic alliance? **(5 Marks)**
4. (a) ABC Pvt Ltd is dealing in multiproduct like electronics and FMCG and are having outlets in different cities and markets across India. Due to scale of operation, it is having technical difficulty in dealing with distinct product line and Markets especially in coordination and control related problems. Which of following technique which was introduced in 1920 can be used to resolve the problem? **(5 Marks)**
- (b) State the factors of human resource that have influence on employee's competence. **(5 Marks)**
5. (a) India's luxurious domestic airline *Indijet* in an attempt to retain its leadership in aviation sector has hired J S Dutta as its Chief Executive. Mr Dutta wishes to reorient company to make it a domestic discount carrier. He desires to introduce no frills business model by offering extremely low fares and improve margins by cutting down traditional amenities such as reclining seats and complimentary meals. At the same time setting the stage for a new air revolution, he wishes to brand itself as on-time airlines having proper systems in place and removing additional and wasteful activities and processes. What steps will you advise to Mr Dutta? **(5 Marks)**
- (b) Strategic management helps an organization to work through changes in environment to gain competitive advantage. In light of statement discuss its benefits. **(5 Marks)**
6. Distinguish between the following:
- (a) Divestment and liquidation strategy. **(5 Marks)**
 - (b) Logistic management and Supply chain management. **(5 Marks)**