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 Questions 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, (b) the answer book in respect of descriptive 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

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.

QGP2

P.T.O.
1. (a) Presently, the flow of information is at an unimaginable high speed for doing any business and need of information is perceived at various levels of hierarchy. With these objectives in focus, define:

(i) Enterprise Information System

(ii) Categories of Business Processes

(b) What is an operating system? List any four activities performed by an operating system.

2. (a) The main business of banks is lending money to the customers. There are certain inherent risks in lending and they cannot take more than the calculated risks whenever they lend money to their customers. List down the various risks involved and their associated controls in Loans and Advances Process in the banking system.

(b) The ERP system is like a human body where there are different units and each unit relates to other units. All the units must work in harmony with other units to generate the desired result. What are the important points for integration of modules with Financial and Accounting System?
3. (a) For doing business, logical access controls play a critical role ensuring the access to system, data and programs to safeguard against unauthorized access. Towards this, explain ‘Logical Access Control’ and ‘User Access Management Controls for Technical Exposures’.  
(b) In Accounting language, voucher is an evidence for a transaction. How do you interpret ‘voucher’ when referred to a computer? Also explain any three types of vouchers pertaining to accounting.

4. (a) Enterprise Risk Management (ERM) framework consists of various interrelated components that are derived from the way the management runs a business and are integrated with the management process. Explain any six components of ERM framework.
(b) E-Commerce runs through network-connected systems which can have two types of architecture, namely, two-tier and three-tier architecture. In this context, define three-tier architecture and write its advantages.

5. (a) Banking is the backbone of a country’s economy which keeps the wheels of economy running. The changes in the banking scenario due to moving over to Core Banking System (CBS) and IT-based operations have enabled banks to reach customers and facilitate seamless transactions with lesser dependence on physical infrastructure. In this context, write down the characteristics of Core Banking System.
(4)

QGP2

(b) Mobile Apps are commonly used by all for doing electronic transactions. A mobile website works for all mobile devices and usually costs about same as creating a Mobile App. In this context, explain any four modules in mobile websites.

OR

What are the applications of Internet of Things (IOT) in the area of

(i) Smart City

(ii) Health Care

Section 6

6. Paramount group of companies is having a strong foot print in the areas of Aviation, Healthcare, Fast moving consumer goods, Home appliances and Electronic goods. Processes, Technology and Marketing capabilities are different for each business. However, each business operates among a group of rivals that produce competing products. In order to get ahead of competition and to contribute for sustained competitive advantages, company intends to improve customer services and in turn increase its market share. To achieve this, company is desirous to analyze its products, processes and service levels for each of its segments.

QGP2
Company is studying various trade publications, understanding the taste and preferences of customers, meeting with suppliers and also using other relevant information available in public domain for each of its business operations. After studying as above, company wants to compare diverse range of practices and processes being followed by acknowledged leaders in the industry, measures its own productivity and identify the gaps. Instead of following bricks-and-mortar practices, company will be setting goals to be achieved for improvement in its product, processes and services, based on best practices being followed by the companies on a regular basis.

Identify the strategic tool to be used by Paramount group of companies. Also explain in brief the common elements involved in using this tool.

7. (a) Good Health is an Association of Persons (AOP), providing awareness to downtrodden on immunization, vaccination, sanitation and other health and hygiene issues. It is a not-for-profit organization, working in coordination with hospitals, medical support centers and local administration.

You are asked to take over the organization and manage it in a better way. Identify whether the concept of strategic management is relevant in this connection? And if so, what basic activities you would perform in order to manage it efficiently?
(b) “Is it imperative to segregate top level strategies into viable functional plans and policies?” Do you agree with this statement? Support your answer with reason.

8. (a) XYZ Ltd. is an automobile company that offers diversified products for all customer segments. Due to COVID-19, the changes took place in the economy forced the company to change its strategy. Being the CEO of the company, what stages will you follow for developing and executing the new strategy?

(b) Due to reoccurrence of various variants of Corona virus, LMN Ltd. is facing unstable environment and it has started unbundling and disintegrating its activities. It also started relying on outside vendors for performing these activities. Identify the organisation structure LMN Ltd. is shifting to. Under what circumstances this structure becomes useful.

9. (a) “Strategy formulation and strategy implementation are intertwined and linked with each other.” Elucidate this statement with suitable arguments.
QGP2

(b) There are four specific criteria of sustainable competitive advantage that firms can use to determine those capabilities that are known as core competencies. Explain.

10. (a) ABC Steel Industries finds out that its products have reached at maturity stage and already has overcapacity. Therefore, it concentrates on maintaining operational efficiency of its plants. Identify the strategy implemented by ABC Steel Industries along with reasons.

(b) What do you understand by diversification? Distinguish between concentric and conglomerate diversification.

“The bargaining power of suppliers determines an industry’s attractiveness and profitability.” Discuss.