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FOR CA INTERMEDIATE EXAM PREPARATION

CA Intermediate 2021 Question Paper · Paper 7 Enterprise Information Systems and Strategic Management

EXAM
CA Intermediate

YEAR
2021

TYPE
Question Paper

SUBJECT
Paper 7 Enterprise Information Systems and Strategic Management

DATE
January 2021

IPCE (New Syllabus)
Paper - 7
Enterprise Information Systems
& Strategic Management

(1)

GBT2

JAN 2021

Roll No. .....

Total No. of Printed Pages – **6**

Total No. of Questions – **10**

Maximum Marks – **70**

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 only. Answers to questions in Part II are to be written on the descriptive type answer book. Answers to MCQs, if written in the descriptive type answer book, will not be evaluated.
6. OMR answer sheet will be in English only for all candidates, including for Hindi medium candidates.
7. The barcoded sticker provided in the attendance register, is to be affixed only on the descriptive type answer book. No barcode sticker is to be affixed on the OMR answer sheet.
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) OMR answer sheet thereon and (c) the answer book in respect of descriptive type answer book 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 **70 marks**

SECTION – A

1. Question paper comprises **5** questions. Answer Question No. **1** which is compulsory and any **3** out of the remaining **4** questions.
2. 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.

SECTION – B

1. Question paper comprises **5** questions. Answer Question No. **6** which is compulsory and any **3** out of the remaining **4** questions.
2. 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.

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PART – II

Section – A

1. (a) Write a short note on Extraction-Transformation-Load (ETL). **3**

(b) What is virtual memory ? How does it differ from secondary memory ? **2**

2. (a) The Goods and Service Tax (GST) rate in India for various goods and services is divided broadly under 4 categories, draw a flowchart to compute Goods and Service Tax for the goods manufactured as per table below. **6**

Category (K)	Rate
A	5%
B	12%
C	18%
D	28%

(b) Information systems have set high hopes to companies for their growth as it reduces processing speed and helps in cutting cost. Being an auditor of ABC manufacturing company, discuss the key areas that should pay attention to while evaluating Managerial controls by top management. **4**

3. (a) Explain the concept of green computing. How will you develop a sustainable green computing plan ? **6**

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(b) From traditional digital payment methods, India is moving towards newer methods of digital payments. In light of the above statement, briefly explain following new methods. **4**

(i) BHIM (ii) USSD

4. (a) Explain the stages of Money Laundering. **6**

(b) Define the Mortgage Loan. Briefly explain the types of Mortgage Loan. **4**

5. (a) Using the automation technique in modern era of business, the business gets well developed with a great customer satisfaction of their services and products in which the customer-oriented supply chain plays a major role. List down the name of all the benefits of Automating Business processes by explaining any four benefits. **6**

(b) Write a short note on (i) Digital Library (ii) Payment Gateway **4**

OR

Cloud based applications are now taking over Installed applications, What are the major difference between Cloud based Applications and Installed Applications ? Explain any four.

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Section-B

6. Mohan has joined as the new CEO of XYZ Corporation and aims to make it a dominant technology company in the next five years. He aims to develop competencies for managers for achieving better performance and a competitive advantage for XYZ Corporation. Mohan is well aware of the importance of resources and capabilities in generating competitive advantage. **5**

Discuss the four major characteristics of resources and capabilities required by XYZ Corporation to sustain the competitive advantage and its ability to earn profits from it.

7. (a) Strategy execution is an operations-oriented activity which involves a good fit between strategy and organizational capabilities, structure, climate & culture. Enumerate the principal aspects of strategy execution process which are used in most of the situations. **5**

(b) X Pvt. Ltd. had recently ventured into the business of co-working spaces when the global pandemic struck. This has resulted in the business line becoming unprofitable and unviable, and a failure of the existing strategy. However, the other businesses of X Pvt. Ltd. are relatively less affected by the pandemic as compared to the recent co-working spaces. Suggest a strategy for X Pvt. Ltd. with reasons to justify your answer. **5**

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8. (a) ABC Limited is in a wide range of businesses which include apparels, lifestyle products, furniture, real estate and electrical products. The company is looking to hire a suitable Chief Executive Officer. Consider yourself as the HR consultant for ABC limited. You have been assigned the task to enlist the activities involved with the role of the Chief Executive Officer. Name the strategic level that this role belongs to and enlist the activities associated with it. **5**

(b) Spacetek Pvt. Ltd. is an IT company. Although there is cut throat competition in the IT sector, Spacetek deals with distinctive niche clients and is generating high efficiencies for serving such niche market. Other rival firms are not attempting to specialize in the same target market. Identify the strategy adopted by Spacetek Pvt. Ltd. and also explain the advantages and disadvantages of that strategy. **5**

9. (a) Core competencies provide edge to a business over its competitors. Discuss. Also, briefly state the three areas in which major core competencies are identified. **5**

(b) Sanya Private Limited is an automobile company. For the past few years, it has been observed that the progress of the company has become stagnant. When scrutinized, it was found that the planning department was performing fairly well but the plans could not be implemented due to improper use of resources, undesirable tendencies of workers and non-conformance to norms and standards. You are hired as a Strategic Manager. Suggest the elements of process of control to overcome the problem. **5**

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10. (a) Moonlight Private Limited deals in multi-products and multi-businesses. It has its own set of competitors. It seems impractical for the company to provide separate strategic planning treatment to each one of its product or businesses. As a strategic manager, suggest the type of structure best suitable for Moonlight Private Limited and state its benefits. **5**

(b) Elucidate : **5**

Expanded Marketing Mix

OR

Matrix Structure

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