

Time:2 Hours

Marks:60

N.B. All questions are compulsory.

Q.1 What is MIS? What are the different Roles of MIS ? Elaborate importance of MIS in Detail. 15

OR

Q.1 A Explain the Functions of MIS in detail. 8
B Explain the Operational Information System in detail 7

Q.2 What is an Information System? Explain The challenges to build the information system in detail 15

OR

Q.2 A Explain Transactional Processing System in Detail. 8
B Explain Financial Management Information System in Detail. 7

Q.3 What is an Enterprise System? What are the Three different types of Enterprise system? Elaborate. 15

OR

Q.3 A What is SCM? Explain with advantages . 8
B What is RDBMS? Explain in detail with example 7

Q.4 What are the Threats of Information system? List and explain all in detail. 15

OR

A Explain the Factors of Success and failure of MIS. 8
B What are the different types of Computer virus affects MIS.? List and Explain. 7

International Business

Q.P. Code :00589

[Time: Two Hours]

[Marks:60]

Please check whether you have got the right question paper.

N.B: 1. All Questions are compulsory.

- | | | |
|---------|---|----|
| Q.1) a) | Explain the International business contract & its legal provision. | 15 |
| | OR | |
| p) | Explain the right & duties of Agent & distributor. | 15 |
| Q.2) a) | Explain the origin and Evaluation of GAAT to WTO | 08 |
| b) | Explain the WTO principles. | 07 |
| | OR | |
| p) | Explain Licensing & Franchising in detail. | 15 |
| Q.3) a) | What is technology transfer? Explain it in detail. | 08 |
| b) | Explain the concept of Turnkey project. | 07 |
| | OR | |
| p) | Explain the Regulatory framework relating to E-commerce | 15 |
| Q.4) a) | Explain International Business Taxation and treaties. | 15 |
| | OR | |
| p) | Explain the procedure for setting up offices and Branches abroad. | 08 |
| q) | What are the Restriction made on trade in endangered species and other commodities? | 07 |

Legal Securities & Other Issues

Q. P. Code : 21223

(2 Hours)

(Total Marks: 60)

Please check whether you have the right question paper.

- N.B.: 1) All questions are compulsory.
2) Figures to the right indicate full marks.

- Q1. A) Explain Copy-Right v/s Trademark? 15
OR
B) Define Cross Border Transactions? 8
C) Explain ICC? 7
- Q2. A) Explain Copy-Right with its purpose and Registration Process? 15
OR
B) Define Change Management. 8
C) Explain Firewall with its types? 7
- Q3. A) Explain Intellectual Property Rights? 15
OR
B) Define IT Act 2000. 8
C) Define Encryption? 7
- Q4. A) Explain WTO with its Agreements? 15
OR
B) Define Shrink Wrap Contracts? 8
C) Define Consumer Privacy. 7

BEST OF LUCK

Online marketing & E-commerce.

Q.P. Code: 34381

Duration: 2 Hrs.

60 Marks

All Questions are compulsory

Q-1A) Seven P's the essential part of marketing elaborate in detail, with example (8)

B) Modern marketing is a need of today marketing competitions .explain with example. (7)

OR

Q-1C) write down link building strategies in detail with example (8)

D) Explain steps of email campaign and its significance. (7)

Q-2A) Explain web store front and how it is beneficial for different types of customers (8)

B) Branding and Labelling both are important for marketing image, explain with example. (7)

OR

Q-2C) What are the different factors involved in social media marketing. (8)

D) Explain customer to customer, business to customer in online marketing. (7)

Q-3A) Affiliate marketing is a need of customer today, explain. (8)

B) "STP" is an important tool of direct and indirect marketing. Explain,. (7)

OR

Q-3C) "What do you mean by customer retention strategies, why it is important? (8)

D) How customer relationship management can be developed more by electronic method,
Explain with example. (7)

Q-4 Short Notes (Any Three Out of Five) (15)

1) Viral Marketing

2) Web store

3) E-Envelope

4) Web Page

5) CRM in IT

2018
Strategic management

Q.P. Code : 34387

[Time: 2 Hours]

[Marks: 60]

Please check whether you have got the right question paper.

- N.B:** 1. All questions are Compulsory.
2. Figures to the right indicate full marks.

- | | | |
|-----------|--|----|
| 1. a) | Define Strategic Management. Discuss its scope. | 08 |
| b) | What are the methods of appraisal in Strategic Management? | 07 |
| OR | | |
| p) | What are the elements in Strategy Formulation? | 07 |
| q) | Explain in short the intents of Strategic Management. | 08 |
| 2. a) | What the process of Strategic Choice? | 08 |
| b) | What are the factors influencing resource allocation? | 07 |
| OR | | |
| p) | What is Expansion Strategy? What are the reasons for adopting it? | 07 |
| q) | What is Strategic Alliance? Explain stages for Alliance formation. | 08 |
| 3. a) | Explain GEC Matrix in detail. | 08 |
| b) | Write a brief note on Diversification. | 07 |
| OR | | |
| p) | Explain BCG Matrix in detail. | 08 |
| q) | What do you mean by Merger? Explain its types in detail. | 07 |
| 4. a) | Explain Porter Model in detail. | 08 |
| b) | What is Strategic Business Unit? Explain it. | 07 |
| OR | | |
| 4. | Write short notes on (Any 3) | 15 |
| | 1. Mckinsey 7's framework | |
| | 2. SWOT Analysis | |
| | 3. Stability Strategy | |
| | 4. Organization design | |
| | 5. Core Competencies | |

Accounting Information System

Maximum Marks: 60

Time: 2 Hours

- Q.1.A. Distinguish AIS and MIS. (08)
B. Explain data flow diagram and explain its features (07)
OR
- Q.1.P. What are adjusting entries? (08)
Q. What is the scope of financial reporting? (07)
- Q.2.A. What are the different components of system analysis? (08)
B. What are the qualities of system design? (07)
OR
- Q.2.P. Explain the scope of AIS. (08)
Q. Who are the participants in SDLC? (07)
- Q.3.A. Write a note on database management. (08)
B. Write a note on accounting packages. (07)
OR
- Q.3.P. Explain the factors affecting system development. (08)
Q. Explain the basis of evaluation of system. (07)
- Q.4.A. Write a note on threats in expenditure cycle. (08)
B. Explain the importance of financial reporting for users. (07)
OR
- Q.4.P. Explain the controls in revenue cycle. (08)
Q. Explain the treats in pay roll cycle. (07)