

STELLA MARIS COLLEGE (AUTONOMOUS), CHENNAI – 600 086
(For candidates admitted during the academic year 2023-24)

B.COM. (BFE) DEGREE EXAMINATION – NOVEMBER 2024
BANKING, FINANCE AND ENTREPRENEURSHIP
THIRD SEMESTER

COURSE : ALLIED CORE
PAPER : STRATEGIC EDGE ANALYSIS
SUBJECT CODE : 23BF/AC/SE35
TIME : 3 HOURS

MAX. MARKS: 100

SECTION A			
Q. No.	Answer the following questions not exceeding 50 words:	(5 x 2 = 10)	CO KL
1.	Define MIS.		CO1 K1
2.	What is Ransomware?		CO1 K1
3.	Who are Ethical Hackers?		CO1 K1
4.	List any two benefits of Robotic Process Automation.		CO1 K1
5.	State the utility of Face Recognition System.		CO1 K1
SECTION B			
Q. No.	Answer any four questions not exceeding 150 words:	(4 x 5 = 20)	CO KL
6.	Explain Cloud computing with an example.		CO2 K2
7.	Illustrate the differences between Data Innovation and Data Mining.		CO2 K2
8.	Demonstrate any five benefits of Enterprise Performance Management.		CO2 K2
9.	Explain briefly Decision Support System.		CO2 K2
10.	Illustrate the eight components of ERM according to COSO Framework.		CO2 K2
11.	Exhibit any five data innovations that are advancing in Industries.		CO2 K2
SECTION C			
Q. No.	Answer the following not exceeding 500 words:	(4 x 10 = 40)	CO KL
12.	a. Identify the five stages of Systems Development Life Cycle. (OR) b. Determine the role of MIS and the ways to design it.		CO3 K3
13.	a. Elaborate on the types of Access controls against cyberattack. (OR) b. Explain the reasons for failure of ERP.		CO3 K3
14.	a. Brief out the digital tools in production, administration, marketing. (OR) b. Explain the different categories of Information Systems.		CO4 K4
15.	a. Describe the various techniques used in Data Visualisation. (OR) b. Explain application control and transaction control.		CO4 K4
SECTION D			
Q. No.	Answer any TWO of the following not exceeding 1000 words:	(2x15=30)	CO KL
16.	Enumerate the uses of Artificial Intelligence in different fields.		CO5 K5
17.	Summarize the importance of Business Ecosystem in an organisation.		CO5 K5
18.	Elaborate the process flow of MRP -1 and its features.		CO5 K5
