

S.D.E.

M.B.A. (E) Sem-IV (2 Year Course) : SUMMER - 2019

SUBJECT: Elective-III: f) INFORMATION TECHNOLOGY, MIS & E-RETAILING
(Retail Management)

Day: Wednesday
Date: 15/05/2019

Time: 02.00 PM TO 05.00 PM
Max. Marks: 70

S-2019-5227

N.B.:

- 1) Attempt any **FOUR** questions from Section-I and attempt any **TWO** questions From Section-II.
 - 2) Answers to both the sections should be written in the **SAME** answer book.
 - 3) Figures to the right indicate **FULL** marks.
-

SECTION-I

- Q.1** What is meant by e-tailing? Explain the role of IT in creating new business opportunities in retail. [10]
- Q.2** Explain importance of Bar-codes and RFID in retail industry with examples. [10]
- Q.3** Explain term E-commerce and its impact on business retailing environment with example. [10]
- Q.4** What are essential elements of hosting a website for E-commerce? [10]
- Q.5** Write short notes on any **TWO** of the following: [10]
- a) EDI
 - b) SCM
 - c) Security issues related to E-retailing
 - d) Use of search engines in E-retailing.

SECTION-II

- Q.6** Explain use of IT in E- branding by political parties/ leaders. [15]
- Q.7** Explain the uses of e-business application and their pitfalls with reference to the present needs of an organization, manufacturing computers. [15]
- Q.8** How does E-commerce help auction business like e-Bay or OLX. [15]

* * * *