

S.D.E.

M.B.A. (E) SEM-IV (2 YEAR COURSE) : SUMMER - 2018

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

Day: **Saturday**
Date: **02/06/2018**

S-2018-4590

Time: **02.00 P.M. TO 05.00 P.M.**
Max. Marks: 70

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 **SEPARATE** answer book.
- 3) Figures to the right indicate **FULL** marks.

SECTION-I

- Q.1** Explain SCM? How can IT help to improve the supply chain management? [10]
- Q.2** What are the hurdles in implementing E-commerce strategies in Indian Business environment? [10]
- Q.3** Explain the different ways of customer service to be offered online for hotel/ hospitality industry. [10]
- Q.4** What do you understand by e-security? What are different ways to ensure it? [10]
- Q.5** Write short notes on any **TWO** of the following: [10]
- a) Online retail
 - b) E-payment
 - c) History of E-commerce
 - d) Barcode

SECTION-II

- Q.6** What e-commerce / e-business strategies could be used by organized retail chains like K-MART / D-Mart to improve customer relationship management? [15]
- Q.7** How can a readymade garment company like Levis or Raymond (Park Avenue) leverage E-commerce technologies to meet present challenges of customization? [15]
- Q.8** Suggest various steps to be taken to start an online grocery mart (State necessary assumptions.) [15]

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