

**S.D.E.**  
**M.B.A. (E) Sem-IV (2 Year Course) : WINTER - 2018**  
**SUBJECT: ELECTIVE -III: INFORMATION TECHNOLOGY, MIS & E-RETAILING**  
**(Retail Management)**

Day: Thursday  
Date: 06/12/2018

**W-2018-4766**

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

---

**N.B.:**

- 1) Attempt **ANY FOUR** questions from Section – **I** and **ANY TWO** questions from Section – **II**.
  - 2) Figures to the right indicate **FULL** marks.
  - 3) Answer to both the sections should be written in **SAPARATE** answer book.
- 

**SECTION – I**

- Q.1** Name a few control utilities in a typical IT system in retail and name a few (10) challenges faced by IT implementation in Retail.
- Q.2** What steps are followed while implementing IT software packages for supply (10) chain management?
- Q.3** Explain the different steps involved in the development of an e-commerce (10) web site.
- Q.4** Explain the structure and components of retailer information systems. (10)
- Q.5** Write short notes on **ANY TWO** of the following: (10)
- a) Bar Codes
  - b) EDI
  - c) MIS as a strategic tool

**SECTION - II**

- Q.6** What is MIS and how can MIS be used to improve the performance of an (15) online shoe-selling company.
- Q.7** A company is into marketing of electronic toys, please discuss the modules (15) and patterns of web hosting service that you will consider with appropriate reasons.
- Q.9** Design an e-retailing strategy for a company that wants to sell food grains (15) online.

\* \* \* \* \*