

S.D.E.

M.B.A. (E) SEM-IV (2 YEAR COURSE) : WINTER - 2017

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

Day: **Thursday**
Date: **21/12/2017**

W-2017-4399

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.
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SECTION-I

- Q.1** Explain in detail about Retail Management Information System. **[10]**
- Q.2** What are the drivers of E-retailing in Indian business? **[10]**
- Q.3** What are the components of a basic RFID system? How is it useful in retailing? **[10]**
- Q.4** Discuss and justify your answer 'Online web enabled business has more threats **[10]**
But more business opportunities as well'.
- Q.5** Write short notes on any **TWO** of the following: **[10]**
- a) Desired features of good web design for E-tail organisation
 - b) IT Infrastructure required for E-tailing
 - c) E-branding strategies
 - d) E-payment system

SECTION-II

- Q.6** Emphasize the significance of retail supply chain management and explain its **[15]**
impact on pricing decisions in business.
- Q.7** How can a commercial banking organisation like SBI / ICICI bank leverage IT **[15]**
capability to meet and satisfy customer needs?
- Q.8** How can an Internet grocer leverage E-commerce technologies to acquire and **[15]**
retain E-buyers?

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