

S.D.E.
M.B.A. SEM-V (2010 COURSE)(3 YEAR COURSE) : WINTER -
2017

**SUBJECT: ELECTIVE – V: f) INFORMATION TECHNOLOGY, MIS &
E-RETAILING (Retail Management)**

Day: **Wednesday**
Date: **13/12/2017**

W-2017-4302

Time: **10.00 A.M. TO 01.00 P.M.**
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) Answers to both the sections should be written in **SEPARATE** answer books.
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SECTION-I

- Q.1** Discuss different payment systems in e - Retailing. Elaborate pros and cons of these systems. (10)
- Q.2** Explain the important role of MIS in Retail Management. (10)
- Q.3** What are the essential elements in hosting and building an e-commerce website? (10)
- Q.4** What are the components of a basic RFID system? How is it useful for e- Retailing? (10)
- Q.5** Write short notes on any **TWO** of the following: (10)
- a) EDI
 - b) ECRM
 - c) Bar Code

SECTION-II

- Q.6** What factors would need to be considered while designing supply chain management in e-Retailing? (15)
- Q.7** Illustrate the e - Branding strategy which could be adopted as part of e- Retailing strategy. (15)
- Q.8** What are the four broad Categories of E-commerce? Which of these category do you consider more appropriate for e-Retailing? Why? (15)

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