

**M.A. IN FASHION RETAIL MANAGEMENT  
(MAFRM)**

**Term-End Examination**

**December, 2012**

**MFM-045 : MIS FOR RETAILERS**

*Time : 3 hours*

*Maximum Marks : 100*

**Note :** (1) *All questions are compulsory.*

(2) *Internal choice is mentioned.*

(3) *The marks for each question is mentioned against it.*

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1. Explain Management Information System. Give examples. 3
  2. Write a brief note on "System Development". 4
  3. Explain "Database Integration" of an ERP system to Plant Floor Information systems. 5
  4. What do you mean by "Configuration" of an ERP system? 3
  5. Define the term "Business Rules". How has "Business Rule Management system" vendors evolved? 6

6. Explain four methods of Data Conversion used in MIS. 4
7. Explain any four information system metrics related to "Product Development". 8
8. What is "Outsourcing"? Briefly describe any two information system metrics of the same. 6

**OR**

Explain the term "Supply chain". Explain any three information system metrics of the same. 6

9. Explain the following (*any three*) **6x3=18**
- (a) Barcode code system and its applications
  - (b) RFID
  - (c) MIS Reports
  - (d) Inventory Management
  - (e) POS systems.
10. Explain the term "Balance Sheet". Describe any three information system metrics of the same. 6
11. What are the five eras of computer applications? Briefly describe any three of them. 8

12. Explain any three information system metrics related to "Retail profitability". 6

13. What is "Tendering" ? Briefly describe any three information system metrics of the same. 7

**OR**

Describe any three information system metrics related to "Warranty". 7

14. Describe any three information system metrics related to "Inventory". 6

15. What is logistics ? Briefly describe any three information system metrics of the same. 6

16. What are the components of a check-out system ? 4

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