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**MASTER OF BUSINESS
ADMINISTRATION (RETAIL)
(MBARS)**

Term-End Examination

June, 2012

MRS-012 : IT APPLICATION IN RETAIL

Time : 3 hours

Maximum Marks : 100

*Note : Attempt any five questions. All questions carry
Equal Marks.*

1. (a) Identify and discuss some of the innovations in the use of Information Technology in Retail Industry.
- (b) What are the salient/important factors that affect the use of IT in Retail Industry ?

2. Answer the following :
 - (a) Contrast between Structured and Unstructured decisions using examples.
 - (b) Contrast between MIS and DSS.
 - (c) What are the various stages in Simon's Model of Decision Making ? What tools are deployed at each stage ?

3. Explain the following :
 - (a) Distinguish between data, information and knowledge. Illustrate with example.
 - (b) Information Systems help Managers in improved decision making. Explain how ?

4.
 - (a) What is DBMS ? State the advantages of Relational Databases over Network data bases.
 - (b) Explain the role of Foreign Key for integrity of database.
 - (c) What is OOAD ? Explain.

5.
 - (a) What is Cloud computing ? What are its advantages and disadvantages to a retail organization ?
 - (b) What is SOA ? What are its uses in the organizational context ?

6.
 - (a) Define the term 'bandwidth'.
 - (b) How is Data Warehouse different from Database ? Explain.
 - (c) What is Balanced Scorecard ? What are its uses in Information System ?
 - (d) E-Commerce vs. M-Commerce.
 - (e) Major Inputs and Outputs of Marketing Information Systems.

7. (a) Explain the reasons for the popularity of SCM.
- (b) To what extent do you believe the retailers in India can outsource Logistics Function ? Discuss with justification.
8. Write short notes on *any four* of the following :
- (a) Functional Classification of Information Systems.
- (b) Inventory Planning and Control.
- (c) Open source vs. Proprietary Information Systems.
- (d) Knowledge Management.
- (e) Retail Technology Architecture.
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