| MCQ-024 |

MASTER OF BUSINESS ADMINISTRATION
(SUPPLY CHAIN MANAGEMENT)
(MBASCMFL)

00113

Term-End Examination

June, 2013

MCQ-024 : BUSINESS INTELLIGENCE

Time : 3 hours   *Maximum Marks : 100*

Note : *Attempt **any five** questions. All questions carry **equal** marks as mentioned.*

1. Evaluating data as a resource is an important function. Explain the four parameters which are the keys for this evaluation.   **5x4=20**

2. What are the various considerations for bench marking in a retail industry ?   **20**

3. What is the role of data base management ? How is it administrated ?   **10+10**

4. Describe the processes of a value chain management to fulfill the customer delight in a retail organisation.   **20**

5. How important is MIS (Management Information System) in any organisation ? What are the essential contents of a retail store MIS ?   **10+10**

6. Describe the various stages of a product life cycle and the role of the management in each stage. 4+16=20

7. What is the difference between a data warehouse and a data mart ? Explain in details their usefulness. 10+10

8. Explain the concept of ERP (Enterprise Resource 20 Planning). Describe the duties and responsibilities of the various groups - management employees,and vendors in the ERP implementation.