

00620

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

**Term-End Examination**

**June, 2013**

**MFM-045 : MIS FOR RETAILERS**

*Time : 3 hours*

*Maximum Marks : 100*

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- Note :** (i) *All questions are compulsory.*  
(ii) *The Internal choice is mentioned.*  
(iii) *The marks for each question is mentioned against it.*
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1. What is an "Information system" ? Give examples. 3
2. Briefly explain the characteristics of an ERP system. 5
3. What does "Modularity" of an ERP system signify ? 5
4. Write advantages and disadvantages of "customization" in a ERP system. 3
5. Explain "Constraints" and "Derivations" in business rules. What do you mean by "Formal Specifications" of business rules ? 6

6. Write a brief note on the origin and expansion of ERP. 4
7. Briefly describe any four information system metrics related to "Retail Sales". 8
8. Explain the term "Procurement". Explain two information system metrics related to the same. 6
- OR**
- What is "Shipment" ? Explain any two information system metrics of the same. 6
9. What is "Warehouse" ? Briefly describe any three information system metrics of the same. 5
- OR**
- What is "Financial Ratio" ? Briefly describe any three information system metrics of the same. 5
10. Write short note on the following (*any three*) : 6x3=18
- (a) Universal Product Code
  - (b) POS system
  - (c) Check out system - hardware and software requirements
  - (d) Inventory reports
  - (e) Process preparation phase of an ERP
11. What is a barcode reader ? Explain any three types of technologies used to implement the same. 7

12. Briefly describe any three information system metrics related to "Online Retail" or "E-Retail". 6

13. What is "Maintenance" ? Describe any three information metrics of the same. 7

**OR**

Describe any three information system metrics related to "order fulfillment". 7

14. What is "Liquidity" ? Briefly describe any two information system metrics related to the same. 5

15. Describe any three information system metrics related to "Redeployment and Retirement". 6

16. Explain any three uses of RFID. 6

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