

00258

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

Term-End Examination

December, 2011

MRS-012 : IT APPLICATION IN RETAIL

Time : 3 hours

Maximum Marks : 100

Note : *Attempt any five questions.*

1. In today's complex business environment, it is almost essential for every organization to integrate IT into their operations." Discuss the statement citing relevant examples. 20

2. What are the different types of information systems that generally exist in an organization ? Are these systems related ? If yes, use an example to show how ? 20

3. Distinguish between the following : 5x4=20
 - (a) Structured and Unstructured Decisions
 - (b) Data, Information and Knowledge
 - (c) TPS and MIS
 - (d) SDLC and RAD

4. (a) What is Prototyping ? What are its advantages over the traditional Waterfall model for system development. 10
- (b) What is an ER Diagram ? What purpose does it serve in database environment ? 10
5. Explain the following : 5x4=20
- (a) M-Commerce and E-Commerce
- (b) Cloud Computing
- (c) Guided and Unguided Communication Media
- (d) DFDs
6. Differentiate between : 5x4=20
- (a) Database. Data Warehouse and Data Marts
- (b) Open Source vs Proprietary Software
- (c) MIS, DSS and ESS
- (d) Internet, Intranet and Extranet
7. (a) What is Balanced Score card ? Explain its uses with the help of an example. 10
- (b) Explain the uses of Data mining in retail organizations giving examples 10
8. In the context of Retail Industry, explain the following : ERP, CRM, HRM, SCM. 20