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

Term-End Examination

December, 2011

MFM-045 : MIS FOR RETAILERS

Time : 3 hours

Maximum Marks : 100

Note : All questions are compulsory.

1. Write a brief note on Management Information system. 5

OR

What are the four ways in which Data conversion can be done ? Briefly describe *any 3* of them.

2. Write a brief note on the origin and expansion of ERP. 5

OR

Write a brief note the incorporation of best practices in an ERP system.

3. Write a brief note on the "Process Preparation" phase of implementing an ERP system. 5

4. What are the disadvantages of ERP systems vis-a-vis special purpose applications ? 5

5. What are the real world applications and obstacles to implement Business Rules ? 5

OR

Name four associated standards and four products/vendors of Business Rule Management systems.

6. Briefly describe any 4 information system metrics related to "Product Development". 5
7. Briefly describe any 4 information system metrics related to "Retail Sales". 4
8. What is "Out sourcing" ? Briefly describe any three information system metrics of the same. 5
9. What is "Procurement" ? Briefly describe any three information system metrics of the same. 5
10. Briefly describe any four information system metrics related to "Manufacturing". 4
11. What is "Shipment" ? Briefly describe any three information system metrics of the same. 5

OR

What is "Supply Chain" ? Briefly describe any three information system metrics of the same.

12. What is "Warehouse" ? Briefly describe any three information system metrics of the same. 5

OR

What is "Balance Sheet" ? Briefly describe any three information system metrics of the same.

13. What is "Financial Ratio" ? Briefly describe any three information system metrics of the same. 6
14. What is "Work force" ? Briefly describe any three information system metrics of the same. 6
15. Write a brief note on Universal product code. 5
16. Write a brief note on the benefits of a bar code system. 5
17. How can a product tracking be done through RFID ? 5
18. Briefly describe the Wal - Mart Mandate on RFID. 5
19. Write a brief note on the history of POS software. 5
20. Briefly describe the benefits of a POS in the restaurant business. 5