00197

MASTER OF BUSINESS ADMINISTRATION (RETAIL) (MBARS)

Term-End Examination

June, 2011

MRS-012 : IT APPLICATION IN RETAIL

Time : 3 hours *Maximum Marks : 100*

Note : *Answer **any five** questions.*

1. "In today's competitive world, effective **20** integration of information technology in business operations is almost essential for any business organisation." Comment upon the statement using relevant examples from retail industry.

2. (a) Define the term "Information System". **10** Can't we do without information systems in an organisation ? Justify your answer with relevant examples.

    (b) Differentiate between : **5+5=10**

    (i) Open and Closed Systems

    (ii) Data, Information and Knowledge

3. (a) What is SDLC ? Discuss it's various stages **10** clearly, specifying the function of each.

(b) What are the different options available for acquiring an Information System before an organisation ? Explain. **10**

4. Explain the following : **4x5=20**

(a) Primary Key, Foreign Key and Candidate Key.

(b) Data Independence in RDBMS.

(c) DFD's.

(d) Balanced Score Card.

(e) Bus Vs Star Network Topology.

5. (a) "MIS is a strategic resource". Comment. **10**

(b) What is the use of cloud computing in a business organisation ? Explain. **10**

6. Discuss the applications of Data Mixing in a Retail Organisation. Citing specific examples. **20**

7. (a) What are the benefits of CRM to a retail organisation ? Explain. **10**

(b) Discuss the role and activities of SCM in a business organisation. **10**

8. How is ERP useful in a Retail organisation ? Is it related to CRM and SCM systems. Illustrate your answer using examples. **20**