

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

Term-End Examination

June, 2012

MFM-045 : MIS FOR RETAILERS

Time : 3 hours

Maximum Marks : 100

Note : All questions are compulsory.

1. What are the five Eras of computer applications ? 6
Briefly describe any three of them.

OR

Other than enterprise application systems, name any five other types of information system. Briefly describe any three of them.

2. What are the characteristics of an ERP system ? 5
3. What are the five ways in which ERP connects to real time and transaction data ? Briefly describe any three of them. 5
4. Briefly describe the customisation phase of implementing an ERP system 5
5. What are the advantages of ERP systems vis - a - vis special purpose applications ? 5

6. What are the categories of "Business Rules"? 5
Briefly describe any three of them

7. What is a Business Rule Management System ? 6
Mention any three benefits of the same.

OR

Briefly describe any four Information System metrics related to "Retail Profitability".

8. Briefly describe any five information system 5
metrics related to "Online Retail".

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

10. Briefly describe any four information system 4
metrics related to "Suppliers".

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

12. Briefly describe any four information system 4
metrics related to "Warranty".

13. Briefly describe any four information system 4
metrics related to "Order Fulfillment".

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

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

OR

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

16. Briefly describe any four information system metrics related to "Redeployment and Retirement". 4

17. What is a "Barcode" ? Mention any three uses of the same. 6

OR

What is a "Barcode Reader" ? Briefly describe any three types of technology of the same.

18. What is RFID ? Briefly describe any three controversies surrounding the same. 6

OR

Briefly describe any four uses of RFID

19. What is a POS ? Briefly describe its use in the Retailing Industry 6

20. What are the components of a checkout system ? Name four checkout hardwares and four checkout softwares. 4