BharatiVidyapeeth

(Deemed to be University), Pune

School of Distance Education

Assignment No.		Name of the Assignment Setter:		MEGHA SEHGAL	
Course code	337	Class:	MBA	Semester:	III

Subject:	INFORMATION TECHNOLOGY IN RETAILING

Q.1)   Attempt **ANY ONE** of the **Following (1000 Words)**   (10)

   a) Explain the Role of IT in Retail Business.

   b) Briefly explain various components of Retail Management.

Q.2)   Attempt **ANY TWO** of the **Following (800 Words)**   (12)

   a) Describe the issues concerning the use of interest & related technology to

       improve retail Business.

   b) List out the Direct Retailing method using IT.

   c) What are the advantages and disadvantages of using IT in Retail Business?

   d) Explain any case study of IT in Retail Management?

Q.3)   Write Short Notes on **(ANY TWO)**   (08)

   a) Database Management

   b) Data warehousing

   c) EDI (Electronic Data Interchange)

   d) Analysis of E-Retailing Strategies

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