

Subject : Elective-III : Information Technology, MIS & E-Retailing (Retail Management)

Day : Saturday
Date : 10/12/2016

S.D.E.



Time : 02.00 P.M. TO 05.00 P.M.
Max Marks : 70 Total Pages : 1

N. B. :

- 1) Attempt **ANY FOUR** questions from section – **I** and attempt **ANY TWO** questions from section – **II**.
 - 2) Figures to the right indicate **FULL** marks.
 - 3) Answers to both the sections should be written in the **SAME** answer book.
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SECTION - I

- Q. 1** Explain the role of technology in retail industries. (10)
- Q. 2** What is E-Commerce? What are the steps involved in starting on line shirt marketing? (10)
- Q. 3** Explain various revenue earning models adopted by retailers? Give examples. (10)
- Q. 4** Why customer relationship management has assumed such high importance in E-enterprise? (10)
- Q. 5** Write short notes on **ANY TWO** of the following: (10)
- a) Bar codes
 - b) EDI
 - c) Payment Gateway

SECTION - II

- Q. 6** Identify E-business initiatives, which will drive companies to switch to electronic methods of managing the business. What are the typical characteristics of the business, where, E-business will give large benefits? (15)
- Q. 7** Explain, how technology is used for business differentiation? Explain the features and facilities provided by online banking services. (15)
- Q. 8** You are recently appointed as a Brand Manager in a new mobile phones manufacturing company. Design a Global E-branding strategy for you product. (You can assume the segments and features of the product.) (15)

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