

<b>Name:</b>	 <b>UPES</b> UNIVERSITY WITH A PURPOSE
<b>Enrolment No:</b>	

**UNIVERSITY OF PETROLEUM AND ENERGY STUDIES**  
**End Semester Examination, May 2019**

**Course: IT Applications in Retail Business**  
**Program: BTech Ecomm & Retail**  
**Course Code: CSIB 224**

**Semester: IV**  
**Time 03 hrs.**  
**Max. Marks: 100**

**Instructions: Attempt all question of section (A), there is internal choice in section (B) and (C).**

**SECTION A**

S. No.		Marks	CO
Q 1	<b>Fill in the blanks:</b> 1. DSS refers to _____. 2. The financial information system is the sub-system of organizational _____. 3. An enterprise information system is customized for the _____ support. 4. An unstructured decision is known as a _____ decision.	4	CO1
Q 2	Discuss Automatic identification and data collection (AIDC).	4	CO2
Q 3	Describe SMS security and threats.	4	CO3
Q 4	List out the different type of retailers.	4	CO4
Q 5	Write any four benefits of e-tailing.	4	CO5

**SECTION B**

Q 6	Explain types of information system with its functional areas.	10	CO1
Q 7	Write needs and benefits of ESL.	10	CO2
Q 8	<b>Fill in the blanks:</b> 1. _____ is used in various applications, such as POS terminals and magnetic card readers. 2. The mapping between messages and barcode is called a _____. 3. _____ is a device used to extract information optically from the barcode. 4. Handheld RFID readers will use batteries and which intern _____. 5. The electronic labeling of goods is a huge trend in the _____ sector.	10	CO2
Q 9	What is mobile computing? Writ its applications. <p style="text-align: center;"><b>Or</b></p> What shoppers want in the online shopping experience	10	CO5

**SECTION-C**

Q 10	Write at least five difference between modern and traditional payment system. Explain digital token based system and credit card processing system. (10+5+5)	20	CO3
Q 11	Describe the core area of ERP. <p style="text-align: center;"><b>Or</b></p> What are the different features of Retail ERP? Explain in details.	20	CO4

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**SECTION A**

S. No.		Marks	CO
Q 1	<b>True or False:</b> 1. Data is considered to be the collection of facts. True/False 2. MIS refers to Management Intelligent System. True/False	4	CO1
Q 2	<b>Fill in the blanks:</b> 1. _____ is a device used to extract information optically from the barcode. 2. Handheld RFID readers will use batteries and which intern use _____ .	4	CO2
Q 3	<b>Fill in the blanks:</b> 1. _____ refers to technologies for measuring and analysing a person's physiological or behavioural characteristics. 2. The _____ removed the need for a paper based instrument at every stage of payment	4	CO3
Q 4	<b>Fill in the blanks:</b> 1. _____ refers to the various activities which contribute to the sale of products to the consumers for their end use. 2. A retail format which sells limited stock in bulk at a discounted rate is called as -----.	4	CO4
Q 5	<b>True or False:</b> 1. Retailers are trying to figure out how to expand revenue and profitability. True/False 2. E-tailing will not provide the business with different promotional platforms. True/False	4	CO5

**SECTION B**

Q 6	How IS and IT related to each other? Write two significance of IS?	10	CO1
Q 7	Explain barcode and RFID in details. Write the barcode symbologies and draw its diagram? <b>Or</b> Write the Advantages of best-of-breed applications in service field organization.	10	CO2
Q 8	What is e-POS? Write at least 5 names of e-POS solution and retail POS functional benefits?	10	CO2
Q 9	What is significance of Internet retailing in India?	10	CO5

**SECTION-C**

Q 10	Write notes on: 1. Smart Card 2. Credit Card 3. Biometric	20	CO3
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	4. Proximity Technology		
Q 11	Discuss customer service and support automation. <b>Or</b> What are the different IT tools which is used in supply chain management? Explain in details.	20	CO4