


Name:	
Enrolment No:	

UNIVERSITY OF PETROLEUM AND ENERGY STUDIES
End Semester Examination, May2020

Course: Retail Application & arts
Program: Btech OSS
Course Code: CSEG448

Semester: 8th
Time : 03 hrs.
Max. Marks: 100

Instructions:

SECTION A

S. No.		Marks
Q 1	_____ is the sale of goods and services or businesses to the end users. a) EDI b) CRM c) RETAIL d) SSO	2
Q2	_____ stands for Electronic data Exchange a) ARTS b) EDI c) OAGI d) SCOR	2
Q3	_____, _____ is the standard dedicated to retail industry. a) POS , SSO b) CRM , SSO c) SCOR , GS1 d) EDI , RETAIL	2
Q4	_____ standards provide a framework that allows products, services, and information about them to move efficiently and securely for the benefit of businesses and the improvement of people's lives, every day, everywhere a) GS1 b) EAI c) COBIT d) ARTS	2
Q5	_____ are agreements that structure any activity or any industry. a) Rules b) Open source software c) Revenue d) Standards	2

Q4	Is SCOR a hierarchical model? True /False	2
Q5	BPM stands for _____ a) Business Partner Management b) Bust process management c) Business Process management d) Bulk Process management	2
Q6	_____ is a nonprofit organization dedicated to establishing standards for business-to business (B2B) interactions in the electronics industry. a) ARTS b) SOCR c) Rosetta Net d) GS1	2
Q7	All PIP messages are in the _____ format a) PERL b) XML (eXtensible Markup Language) c) HTML (Hypertext Markup Language), d) JAVA	2
Q8	_____ is one of the standard of Rosetta Net a) encapsulation b) open standard review c) Subject management d) Order Management	2
Q9	TPA stands for _____ a) Trading Partner Agreement b) total Partner Agreement c) time parameter area d) total perimeter area	2
Q10	PIP stands for _____. a) Person Interface Processes b) Partner Interface Processes c) Partner Interaction Processes d) participation interaction procedure	2
Q11	ARTS stands for _____	2

	<ul style="list-style-type: none"> a) Accreditation for resource technology standards b) Affiliation for retail standards² c) Accreditation for retail technology standards d) Association for retail technology standards 	
Q12	<p>Standards offered to retailers by ARTS. _____</p> <ul style="list-style-type: none"> a) NRF b) Standard RFP c) ARTS d) COBIT 	2
Q13	<ul style="list-style-type: none"> ■ easier data analysis ■ reduced data redundancy <p>are two benefits of _____</p> <ul style="list-style-type: none"> a) DDS b) ARTS c) COBIT d) EDI 	2
Q14	<p>_____ is the default namespace</p> <ul style="list-style-type: none"> a) Xmlns = "https://www.schools.com" b) Xmlns = "https://www.w3schools.com" e) Xmlns = "https://www.W3schools.com" d) Xmlns = "https://www.W3Schools.com" 	2
Q15	<p>_____ The most well-known and universally recognizable GS1 standard</p> <ul style="list-style-type: none"> a) EAI standards b) security measures c) EAI d) GS1 Bar Codes 	2
Q16	<p>The framework on which a partner transmits a PIP is called the _____</p> <ul style="list-style-type: none"> a) Rosetta Net b) COBIT c) ARTS d) EAI 	2
Q17	<p>_____ specifies technical standards for message transport, such as security and header information.</p>	2

	<ul style="list-style-type: none"> a) ARTS b) PIP c) RNIF d) EAI 	
Q18	<p>_____ represent a relational transaction oriented view of retail enterprise data.</p> <ul style="list-style-type: none"> a) Advance enterprise model b) ER relational model c) ARTS operational data model d) GUI data model 	2
Q19	<p>Unified POS stands for _____</p> <ul style="list-style-type: none"> a) unrelated point of service b) unrational point of service c) RNIF d) United point of service 	2
Q20	<p>RFP is available for areas such as _____</p> <ul style="list-style-type: none"> a) COBIT b) EAI c) BI d) LTI 	2
Q21	<p>_____ provide clear guidelines for creating electronic versions of many business documents, enabling trading partners to smoothly exchange information electronically.</p> <ul style="list-style-type: none"> a) ARTS b) GS1 eCom standards c) COBIT d) Open standards 	2
Q22	<p>_____ are networks that provide enhanced services, such as mailboxes for EDI transactions, conversion between standards, and security</p> <ul style="list-style-type: none"> a) VANs b) ARTS c) COBIT 	2

	d) EDI	
Q23	<p>VAN stands for _____</p> <p>a) vertical according network b) value added network c) various additional network d) None of the above</p>	2
Q24	<p>_____ are extensible, because they are written in XML.</p> <p>a) DTD b) XML Schemas c) CXML d) None of the above</p>	2
Q25	<p>_____ is a function of retailing</p> <p>a) Traversing b) Updating c) Sorting d) None of the above</p>	2
Q26	<p>Match the following</p> <p>1. SCOR _____ a. Reference model for SCM management 2. CRM _____ b. Related to transport of goods 3. SCM _____ c. Relationship management for customers 4. BSP _____ d. End to end chain from inventory to retail</p> <p>a) 1-a, 2-b, 3-c 4-d b) 1-a, 2-c, 3-d 4-b c) 1-b, 2-c, 3-a 4-d d) 1-c, 2-b, 3-d 4-a</p>	2
Q27	<p>Which of the following is INCORRECTLY match about SCOR</p> <p>1. Customer interaction: Includes entire process form order, delivery, Invoice 2. Production transaction: Includes all the manufacturing process 3. Market interaction : Demand supply chain</p> <p>a) 1 b) 2 c) 3 d) All are correctly matched</p>	2
Q28	<p>DDS</p> <p>a) is related to metadata b) Provides facility to record and analyse data requirements independently of how they are going to be met conceptual data models (entities, attributes, relationships). c) Provides facility to record and design decisions in terms of database or file structures implemented and the programs, which access them - internal schema.</p>	2

	d) All	
Q29	Which is NOT a correct business model a). A2B b). B2B c). B2C d). C2C	2
Q30	Which of the following is the single largest retail chain in India a).Public distribution system b). Walmart c). Reliance retail d). None	2
SECTION B		
Q 31	Explain the ARTS data models, operational data models and data warehouse models	10
Q 32	Describe in detail XML Schema defines by W3 school and list down its reasons for usage .Write the code in support of your answer.	10
Q 33	a) Describe the term CRM .Discuss its reasons for its usage Its benefits and its objectives.	10
Q 34	Differentiate and distinguish Indian retailing with the global retailing	10
OR	Write short notes on the following: 1) Types of CRM 2) Key Elements of CRM 3) CRM and its Components 4) Disadvantages of Customer Relationship Management	