Course: B. Tech CS. ECRA   **Semester: IV**
Subject: IT application in Retail Business
Code : CSIB 224

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

SECTION A (Each questions of 4 marks (5x4 -=total 20 Marks)**)**

Q 1	What is Bar code technology? How it works?		CO2
Q 2	What are the advantages of best breed software's?		CO2
Q 3	Differentiate between Data, information and knowledge using examples		CO1
Q 4	What do you understand by "Enterprise Resource Planning"?		CO1
Q 5	Discuss the various modern electronic payment methods in detail		CO2

SECTION B (Each questions of 10 marks (4*10=total 40 marks))

Q 6	What is CRM? Discuss the customer relationship marketing strategy in detail.		CO5
Q 7	Discuss the various types of retailers.		CO2
Q 8	What are the 4 types of information systems? How are they different? Explain using diagram.		CO1
Q 9	Explain the steps to improve CRM with example.		CO5

SECTION-C(Question of 20 marks (2*20=total 40 marks))

Q 10	What do you understand by the term "ERP"? What are the Basic Modules of ERP System? Discuss its advantages and disadvantages in detail.		CO4
Q 11	Discuss the Electronic cash registers and Electronic point of sale and its components in detail. What are the three important dimensions of Information Systems? OR Discuss the different technological components of retail service scape		CO3