

Name:	
Enrolment No:	

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

Course: B. Tech CS. ECRA
Subject: IT application in Retail Business
Code: CSER 1001

Semester: II

Time: 03 hrs.

Max. Marks: 100

SECTION A (Each questions of 4 marks (5x4 = Total 20 Marks))

S. NO		Marks	CO
Q 1	Discuss the Bar code technology. How it works?	4	CO2
Q 2	Explain the advantages of best breed software's.	4	CO2
Q 3	Elaborate Warehouse and inventory system. Discuss its subsystems using diagram.	4	CO1
Q 4	What do you understand by "Enterprise Resource Planning"?	4	CO1
Q 5	Define the various modern electronic payment methods in detail.	4	CO2

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

Q 6	Illustrate the concept of Customer relationship management. Discuss the customer relationship marketing strategy in detail.	10	CO5
Q 7	Discuss the various types of retailer.	10	CO2
Q 8	What are the 4 types of information systems? How are they different? Explain using diagram.	10	CO1
Q 9	Explain the steps to improve CRM with example. OR Discuss the main driving forces behind Enterprise Resource Planning for a business organization.	10	CO5

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

Q 10	Analyze the concept of ERP. What are the Basic Modules of ERP System? Discuss its advantages and disadvantages in detail.	20	CO4
Q 11	Discuss the Electronic cash registers and Electronic point of sale and its components in detail. OR I. Explain the different components of retail information system.(10) II. Explain the various product marketing systems? Discuss in detail.(10)	20	CO3

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SECTION A (Each questions of 4 marks (5x4 = Total 20 Marks))

S. NO		Marks	CO
Q 1	Discuss the major Reasons for Adopting ERP.	4	CO2
Q 2	Elaborate Warehouse and inventory system. Discuss its subsystems using diagram.	4	CO2
Q 3	What are the three important dimensions of Information Systems?	4	CO1
Q 4	Explain the information system structure from functional point of view using diagram	4	CO1
Q 5	Define the various modern electronic payment methods in detail.	4	CO2

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

Q 6	Define Customer relationship management. Discuss the customer relationship marketing strategy in detail.	10	CO5
Q 7	Explain the different components of retail information system.	10	CO2
Q 8	Explain the various product marketing systems? Discuss in detail.	10	CO1
Q 9	Analyze the concept of best breed software. Explain its advantages in detail. OR Define Customer relationship management. Discuss the customer relationship marketing strategy in detail.	10	CO5

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

Q 10	Analyze the concept of ERP. What are the Basic Modules of ERP System? Discuss its advantages and disadvantages in detail.	20	CO4
Q 11	Discuss the Electronic cash registers and Electronic point of sale and its components in detail. OR Explain the different types of information systems? How are they different? Explain using diagram.	20	CO3