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DBM
Subject:- Technology in Retail

M.M. : 100

Note: Multiple choice questions. All questions are compulsory (10x1=10)

- Q.1 _____ is the use of any customers, storage, networking and other physical device, infrastructure and processes to create, process, store, secure and exchange all forms of electronic data.
- a) IT b) UPS
c) MRI d) none of these
- Q.2 The right _____ in the right form to the right set off people at the right time, is one of the greatest tools in the hands of the retailer.
- a) Data b) Capital
c) performance d) none of these
- Q.3 UPC-stands for
- a) University programme course
b) Universal Product Code
c) Unique Product Code
d) none of these
- Q.4 A _____ is a square or rectangular image consisting of a series of parallel black lines and white spaces of varying widths that can be read by a scanner.
- a) POS b) barcode

Q.36 What do you mean by tele retailing? Explain its advantages and disadvantages.

a) EDI b) Data management

Q.38 Write down the benefits and limitations of online shopping

- c) EDI d) none of these
- Q.5 _____ is the electronic interchange of business information using a standardize format
- a) POS b) barcode
- c) EDI d) none of these
- Q.6 A _____ is process for collecting and managing data from varied sources to provide meaningful business insights.
- a) Data Warehousing b) POS
- c) Data mining d) none of these
- Q.7 _____ is defined as a process used to extract usable data from a larger set of any raw data.
- a) POS
- b) Universal Product Code (UPC):
- c) Data mining
- d) none of these
- Q.8 _____ is the sale of goods and services through the Internet.
- a) E-retailing b) shopping cart
- c) MRI d) none of these
- Q.9 A _____ is software used in e-commerce to assist visitors to make purchase online.
- a) E-retailing b) Shopping cart
- c) MRI d) none of these
- Q.10 _____ allows you to find many products that you wouldn't be able to find in a physical store.
- a) POS
- b) Universal Product Code
- c) Data mining
- d) Shopping online

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SECTION-B

Note: Objective type questions. All questions are compulsory. (10x1=10)

- Q.11 In online shopping the customer misses the emotional attachment with the seller that leads to less faith on the offerings. (True/False)
- Q.12 Who pick out the product from their inventory and decide on the quickest route to your place?
- Q.13 Name India's first 24 hour home shopping channel from the Network 18 group.
- Q.14 _____ was founded in Feb 2007 in the product personalization space.
- Q.15 The area of the website that is accessed by the visitor is known as?
- Q.16 A _____ is software used in e-Commerce to assist visitors to make purchases online.
- Q.17 Items get lost, detoured, damaged, or delivered to the wrong address more often than you can imagine. It is the main disadvantage of _____ shopping.
- Q.18 _____ can be collected about consumers, their purchases the frequency of their buying and the typical basket size.
- Q.19 Name China's largest e-tailer, which operates an online commerce business throughout China and internationally.
- Q.20 _____ is also known as Knowledge Discovery in Data (KDD).

SECTION-C

Note: Short answer type questions. Attempt any twelve questions out of fifteen questions. (12x5=60)

- Q.21 Explain the Role of IT in retail sector.

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