

- Q.22 How Efficiency of Operations can be improve with the use of IT?
 Q.23 What do you mean by Product Delivery System?
 Q.24 What do you mean Perishable Delivery System Strategy?
 Q.25 Write down the benefits of online shopping.
 Q.26 Name two main element of shopping cart software consists of?
 Q.27 How shopping cart system plays an important role in online shopping?
 Q.28 Write down the benefits of data mining.
 Q.29 Write down the disadvantages of Data Warehouse.
 Q.30 Explain the role of IT in retail sector.
 Q.31 Explain a note on customer service.
 Q.32 Write down the benefits of barcode.
 Q.33 Explain the advantages of electronic retailing.
 Q.34 Write down any two major brands and their E-retailing system.
 Q.35 How the scale and scope of operations influence the use of IT in retailing?

SECTION-D

- Note:** Long answer type questions. Attempt any two questions out of three questions. (2x10=20)
 Q.36 Write down the benefits and limitations of online shopping.
 Q.37 What do you mean by tele retailing? Explain its advantages and disadvantages.
 Q.38 Write a short note on:
 a) EDI b) Data management

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5th Sem / Branch : DBM, DBM (IPM)

Subject:- Technologies in Retail

Time : 3Hrs.

M.M. : 100

SECTION-A

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

- Q.1 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.2 _____ 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.3 _____ is the sale of goods and services through the internet.
 a) E-retailing b) shopping cart
 c) MRI d) none of these
- Q.4 A _____ is software used in e-commerce to assist visitors to make purchases online.
 a) E-retailing b) shopping cart
 c) MRI d) none of these
- Q.5 _____ 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

Q.6 _____ is the use of any computers, storage networking and other physical devices, 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.7 The right _____, in the right form to the right setoff people at the 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.8 UPC stands for

a) University programme course

b) Universal Product Code

c) Unique Product Code

d) none of these

Q.9 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

c) EDI d) none of these

Q.10 _____ is the electronic interchange of business information using a standardized format

a) POS b) Barcode

c) EDI d) none of these

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SECTION-B

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

Q.11 A _____ is software used in e-commerce to assist visitors to make purchases online.

Q.12 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.13 _____ can be collected about consumers, their purchases the frequency of their buying and the typical basket size.

Q.14 Name China's largest e-tailer, which operates an online commerce business throughout China and internationally.

Q.15 _____ is also known as Knowledge Discovery in Data (KDD).

Q.16 In online shopping the customer misses the emotional attachment with the seller that leads to less faith on the offerings. (True/False)

Q.17 Who pick out the product from their inventory and decide on the quickest route to your place?

Q.18 Name India's first 24 hour home shopping channel from the Network 18 group.

Q.19 _____ was founded in Feb 2007 in the product personalization space.

Q.20 The area of the website that is accessed by the visitor is known as?

SECTION-C

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

Q.21 Write down the benefits of information technology in detail.

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