

- 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

(2) 186756-R/126756-R/
073343/106761-R

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.

(3) 186756-R/126756-R/
073343/106761-R