

**Subject : Elective-III : Information Technology, MIS & E-Retailing
(Retail Management)**

Day : Tuesday
Date : 07/06/2016

S.D.E. 
30373

Time : 02.00 P.M. TO 05.00 P.M.
Max Marks : 70 Total Pages : 1

N. B. :

- 1) Attempt **ANY FOUR** questions from section – **I** and attempt **ANY TWO** questions from section – **II**.
 - 2) Figures to the right indicate **FULL** marks.
 - 3) Answers to both the sections should be written in the **SAME** answer book.
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SECTION - I

- Q. 1** Explain how supply chain drivers are information, goods and funds. (10)
- Q. 2** Explain how E-business model makes the difference in supply chain? (10)
- Q. 3** Explain E-marketing. Describe its benefits to an online retail brand. (10)
- Q. 4** Explain E-commerce. Explain its importance in a growing economy like India. (10)
- Q. 5** Write short notes on **ANY TWO** of the following: (10)
- a) Online Security
 - b) eCRM
 - c) MIS as a strategic tool

SECTION - II

- Q. 6** Explain how you would handle recruitment process on web. List all steps to develop web applications for recruitment. (15)
- Q. 7** Formulate an E-Retailing strategy for a brand of leather purses and executive bags. (15)
- Q. 8** Discuss the role of Information Technology in Customer Relationship Management. (15)

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