Reg. No. : ☐☐☐☐☐☐☐☐☐☐☐☐

Question Paper Code : 85539

M.B.A. DEGREE EXAMINATION, FEBRUARY 2012.

Elective

DBA 1741 — RETAIL INFORMATION MANAGEMENT

(Regulation 2007/2009)

Time : Three hours   Maximum : 100 marks

Answer ALL questions.

PART A — (10 × 2 = 20 marks)

1.   What do you mean by Retail Information Management?

2.   What are the subsystems of retail information system?

3.   Mention the types of information system.

4.   What is data mining?

5.   Explain the term resource allocation.

6.   What are strategic alignments?

7.   What is software metrics?

8.   How do you detect the error in testing?

9.   Explain the term of satisfaction of stake holders.

10. How do you educate the retail employees?

PART B — (5 × 16 = 80 marks)

11. (a)   Define Retail Information Management and explain need and importance
           of information concepts.

                                          Or

     (b)   Elaborately discuss the various sources of retail information.

12. (a) Critically examine the components and significance of retail information system for Logistics.

Or

(b) Discuss in detail different types of databases and differentiate information and data bases.

13. (a) Explain the various strategies used determining information requirements.

Or

(b) Discuss the various stages of System Development life Cycle.

14. (a) Critically examine the mechanism used for successful implementation of Planning.

Or

(b) Discuss in detail software specification and software quality assurance.

15. (a) Elaborately discuss the audit of retail information system.

Or

(b) Explain in detail the threats of accidents and malfunctions in Retail Information Management.

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