IV Semester B.Voc. Examination, September 2020
(Semester Scheme) (CBCS) (2017-18 and Onwards) (Repeaters)
RETAIL MANAGEMENT
4.4 : Computer Application in Retail Business

Time : 3 Hours

Max. Marks : 70

Instruction : *Answer should be written fully in* **English only**.

SECTION – A

1. Answer **any five** sub-questions. **Each** sub-question carries **2** marks.   **(5×2=10)**

   a) What are smart cards ?

   b) Give the meaning of virtual reality.

   c) What is auto identification ?

   d) What are data resources ?

   e) What is information age ?

   f) What are operating systems ?

   g) Give the meaning of mobile computing.

SECTION – B

Answer **any three** questions. **Each** question carries **6** marks.   **(3×6=18)**

2. Explain the important areas of customer relationship management.

3. How is application development managed ?

4. Explain the problem of change and recovery in brief.

5. How are data resources managed ?

6. How does supply chain management work ?

SECTION – C

Answer **any three** questions. **Each** question carries **14** marks.   (3×14=42)

7. Explain the types of information system.

8. Explain the features, functions and components of decision support systems.

9. Explain in detail the approaches to EPOS.

10. Explain the objectives and benefits of ERP.

11. Explain the features, advantages and disadvantages of knowledge management.