


Name:	 UPES UNIVERSITY WITH A PURPOSE
Enrolment No:	

UNIVERSITY OF PETROLEUM AND ENERGY STUDIES

End Semester Examination, July 2020

Course: Retail Application & arts

Semester : 8th

Program: Btech OSS

Time : 03 hrs.

Course Code: CSEG448

Max. Marks : 100

Instructions:

SECTION A

S. No.		Marks
Q 1	ARTS of NRF is reducing the cost of technology through _____ a) EDI b) CRM c) STANDARDS d) SSO	5
Q2	_____ stands for Electronic data Exchange a) ARTS b) EDI c) OAGI d) SCOR	5
Q3	RosettaNet was created in 1998 by _____. a) CHARLES DICKEN b) RUSKIN BOND c) FADI CHEHADE d) EDI , RETAIL	5
Q4	_____ standards provide a framework that allows products, services, and information about them to move efficiently and securely for the benefit of businesses and the improvement of people's lives, every day, everywhere a) GS1 b) EAI c) COBIT d) ARTS	5
Q5	_____ are agreements that structure any activity or any industry. a) Rules b) Open source software c) Revenue d) Standards	5

Q6	Which of the following is INCORRECTLY match about SCOR 1.Customer interaction: Includes entire process form order, delivery, Invoice 2.Production transaction: Includes all the manufacturing process 3.Market interaction : Demand supply chain a) 1 b) 2 c) 3 d) All are correctly matched	5
SECTION B		
Q7	Explain the difference between XML and HTML .Describe XML Schema with suitable code	10
Q8	Explain the term retailing ,its importance and main activities involved in it.	10
Q9	What is BPM ?Explain the typical process problems solved by BPM	10
Q10	Explain the reasons for adoption of core components by OAGI	10
Q11	Explain the role of E- retailing in the situation of COVID 19.	10
SECTION C		
Q10	How CRM helps in growing business. Discuss it with a case study	20