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POST GRADUATE DIPLOMA IN MANAGEMENT (2017-19)  
MID TERM EXAMINATIONS

Paper Name- **Information Systems Management**  
(Paper Code)- **PG12**

Time: **01.30 hrs**  
Max Marks: **20**

**Section A**

**[8 Marks]**

**Case Study- Digitization in Indian Retail**

Proving the authenticity of products has been a challenge to building consumer confidence for any brand. The rise of counterfeiting and illegal cloning has been a threat to retailers worldwide! Luxury houses are prone to having their items stolen and sold in the black market, as they are synonymous with status. Keeping track of high-end products is the key to accurate inventory. Knowing what arrives in your distribution centre or store and then knowing what leaves should, in theory, give you an accurate inventory. However, boxes and crates are often misplaced & shopper behaviour leads to items turning up all over the store, making real-time location tracking a tedious task. Unlike a regular Walmart or Target store where each product has multiple sizes and variations, Luxury products are limited edition and often custom made; each misplaced product could potentially equate to loss in sale, customers and opportunities.

With technology driving an “always on-always open” digital marketplace, anything can be faked. So how can the Retail industry stakeholders ensure that the luxury handbag sitting on a store shelf is absolutely Authentic? At the heart of any good anti-counterfeit plan is inventory visibility, with technology as its critical enabler.

RFID is changing business and bringing radical change, occupying a significant position in the Retail IT landscape over the past decade. Until now, beacon technology has been primarily used for in-store digital marketing efforts. RFID solutions can offer much more detailed location data for certain applications than proximity-based beacons, eventually helping in assessing the effectiveness of a store's layout, displays and endcaps on a real-time basis.

RFID over barcodes - Multiple types of RFID tags are used in the apparel industry. Common examples are Hang tags, Self-adhesives, and Printed Fabric Labels (PFL). RFID can eventually replace barcodes in applications where bulk counting is routinely performed. An RFID tag can hold much more data about an item than a barcode. Additionally, unlike barcode labels, RFID tags are not susceptible to damage such as ripping and smearing.

Integrating RFID into the entire supply chain: maximum gain for omni-channel success - To reveal the true potential of RFID and generate maximum benefit for the retailer, RFID technology has to be built into the entire supply chain. RFID needs to be adopted by the manufacturer during the production and shipping out of the garment. The logistics team needs to adopt and use RFID for shipping and delivering goods at warehouses and stores, to optimize labor-intensive activities in the warehouse. In the store, associates need to use RFID to ensure item stocks are at optimum levels. Exception reports generated from POS and RFID data can be used by the retailer to reduce shrink.

**Q.1. Based on the above Case Study, explain how can you use RFID to battle loss prevention and increased customer experience in the Retail Sector in India?**

## Section B

[3 × 2 = 6 Marks]

**Q.2.** How can Information Systems help you gain competitive advantage in the market? Explain with business case illustration.

**Q.3.** Explain the business applications of the following software:

**A. Web Sphere**

**B. BEA WebLogic**

**Q.4.** What have been the major causes and trends in the failure of ERP Systems in organizations? Illustrate with business examples.

## Section C

[2 × 3=6 Marks]

**Q.5.** Assume that you are going to start your own business venture in the segment of Staffing Solutions for MSMEs (Micro Small & Medium Enterprises). What steps will you follow to build your own database?

**Q.6.** In 1990, leveraging its agri-sourcing competency, ITC set up the Agri Business Division for export of agri-commodities. The Division is today one of India's largest exporters. ITC's unique and now widely acknowledged e-Choupal initiative began in 2000 with soya farmers in Madhya Pradesh. Now it extends to 10 states covering over 4 million farmers. Also, through the 'Choupal Pradarshan Khet' initiative, the agri services vertical has been focusing on improving productivity of crops while deepening the relationship with the farming community.

**Explain how you can integrate a Supply Chain Information System Management and its various stages with ITC's aforementioned business model for agri-sourcing.**