



**SURESH
GYAN VIHAR**
UNIVERSITY
Accredited by NAAC with 'A' Grade

INTERNAL ASSIGNMENT - 1

Course	MBA	Information Technology & Retailing
Semester	3	
Total Marks:	15	

Q.1. Write answers for any two questions from below. (5 marks each – Word limit – 500)

- A.** Describe Value Added Networks (VAN) and its utilities.
- B.** Discuss the key areas in logistics.
- C.** Why customer care is important in e-Business?

Q.2. Write short notes on all of the following topics (1 mark each - Word limit - 100)

- A.** Web design
- B.** Explain traditional retail operation.
- C.** What is portable store?
- D.** Explain barter system.
- E.** Explain actual acquisition.



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INTERNAL ASSIGNMENT - 2

Course	MBA	Information Technology & Retailing
Semester	3	
Total Marks:	15	

Q.1. Write answers for any two questions from below. (5 marks each – Word limit – 500)

- A.** Discuss briefly the various myths in existence regarding customer's loyalty and the related truths.
- B.** What do you understand by controlling customer's data? Justify "Customer's data can always be treated as a best guideline to ascertain the future strategy and approach".
- C.** What are the prominent problems with online stores? Advice, how to manage it out?

Q.2. Write short notes on all of the following topics (1 mark each - Word limit - 100)

- A.** Define performance monitoring.
- B.** Explain catalog operations.
- C.** Define strong branding.
- D.** What is internet?
- E.** Site search solution