

Name:

Enrolment No:



UNIVERSITY OF PETROLEUM AND ENERGY STUDIES
End Semester Examination, May 2019

Course: Retail applications and ARTS I
Program: B.Tech CS SPZ. OSS
Course Code: CSEG 448

Semester: VIII
Time 03 hrs.
Max. Marks: 100

Instructions: Attempt all questions

SECTION A


S. No.		Marks	CO
Q 1	What are the top reasons why retailers should choose ARTS-conformant solutions?	4	CO1
Q 2	Summarize and classify different role factors of Retail Anywhere in “ARTS”?	4	CO2
Q 3	Compare various ARTS data model with their applications?	4	CO3
Q 4	Criticize GS1 standard comparing to its equivalent standards in retail applications?	4	CO1
Q 5	Interpret W3C specifications for XML schemas?	4	CO2

SECTION B

Q 6	As ARTS continues to grow, can you provide with some insight surrounding the development of ARTS in the future? Elaborate about different roles of Retail Anywhere within this development?	10	CO3
Q 7	Evaluate different retail applications with emphasis on CRM, SSO and POS	10	CO3
Q 8	Elaborate Rossetanet and OAGI standard in detail?	10	CO1
Q 9	Describe in detail the retail standards for app development with example? OR Analyze SCOR standard?	10	CO2

SECTION-C

Q 10	Evaluate schema architecture with reference to W3C standards? Also analyze its taxonomy and component referencing?	20	CO5
Q 11	Propose a case study of a company utilizing retail application standards clearly mentioning its pros and cons? OR Compare and analyze ARTS XML, BPM and unified POS in detail?	20	CO4

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SECTION A

S. No.		Marks	CO
Q 1	Why it is necessary for retail companies to follow consistent retail standards?	4	CO2
Q 2	Assess different roles of Retail Anywhere within ARTS?	4	CO1
Q 3	Elaborate ARTS XML standard?	4	CO3
Q 4	Justify GS1 standard for retail applications?	4	CO1
Q 5	Summarize W3C standard for XML schema?	4	CO5

SECTION B

Q 6	As ARTS continues to grow, can you provide us with some critical evaluations surrounding the development of ARTS in the future?	10	CO3
Q 7	Evaluate data dictionary and BPM for retail applications?	10	CO2
Q 8	Compare Rossetanet and OAGI standard in detail?	10	CO3
Q 9	Elaborate different standards for retail app development? OR Criticize SCOR standard ?	10	CO1

SECTION-C

Q 10	Evaluate retail applications such as inventory, merchandising, billing and reports in detail?	20	CO5
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Q 11	Assess the performance of a company taking a case study that utilizes retail application standards? OR Compare ARTS data model and W3C in detail?	20	CO4
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