

Name:

Enrolment No:



**UNIVERSITY OF PETROLEUM AND ENERGY STUDIES**  
**End Semester Examination, December 2018**

**Course: B. Tech. CSE + ECRA**  
**Programme: Category Management**  
**Code : BCCR-170**

**Semester: VII**  
**Time: 03 hrs.**  
**Max. Marks: 100**

**Instructions: Details & Explanation in Answers must relate to Marks Awarded to that question.**

**SECTION A**

S. No.		Marks	CO
Q 1	What is Category Management?	4	CO1
Q 2	Write Fundamentals of Category Management.	4	CO2
Q 3	Write the Principles of Category Management.	4	CO3
Q 4	What is Customer Centric Approach for Category Management?	4	CO4
Q 5	Highlight factors affecting growth of Category Management.	4	CO5

**SECTION B**

Q 6	Discuss in detail the reasons for the emergence of category management	10	CO1
Q 7	Write down the components of Category Management.	10	CO2
Q 8	What is Category Scoreboard? Where & why, it is used.	5+5	CO3
Q 9	Discuss in detail about Category Management Benefits, Drawbacks and Obstacles. Or Justify why today E-Commerce Category Management become agile to make Customer delight, instead of Customer satisfaction.	10	CO4

**SECTION-C**

Q 10	As an E-Commerce Professional, after learning Category strategy & Category tactic\ s, How you will plan build/implementations of Category strategy & Category tactic\ s Applications? Or As an ECRA Professional, which two types of carrier option, you have to show your performance. What is the difference in Business View and Technical View approach, when any ECRA software application is under creation? Draw Prism Paradigm diagram to justify Business View and Technical View.	20	CO1, CO2, CO5.
Q 11	What will be future of Category Management in E-Commerce industry? How Automation and AI changing the Goal Post of Category Management? What are new Challenges and opportunities excite you as an ECRA professional?	20	CO3, CO4, CO5.

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**SECTION A**

S. No.		Marks	CO
Q 1	Write down the reasons for the emergence of Category Management.	4	CO1
Q 2	Write down the components of Category Management.	4	CO2
Q 3	Discuss Category management Business Process.	4	CO3
Q 4	Highlight benefits of Category Management.	4	CO4
Q 5	What is future trends in Category Management?	4	CO5

**SECTION B**

Q 6	Discuss in detail the four pillars of Category Management.	10	CO1
Q 7	What are the fundamentals of category management?	10	CO2
Q 8	Elaborate the Principles of Category Management.	10	CO3
Q 9	What is Category Scoreboard? Why & where, Category Scoreboard is used? Or How Report, MIS and analytics tools help Category Management to monitor outcomes of Category Management,	10	CO4

**SECTION-C**

Q 10	What will be your approach to Business View and Technical View towards Category Management Application in SOA based solutions represented by Prism Paradigm? Or Discuss how Amazon Go adding dimensions to Category Management. How Artificial Intelligence & Automation will take jobs from unskilled & Semi Skilled manpower. What to need to equip additional skill to yourself to pace with time?	20	CO1, CO2, CO5.
Q 11	Discuss in detail, as an CS Professional having in-depth knowledge of ECRA domain, how you get special privilege to do Category Management in more optimized way to get best output for growing business for the company?	20	CO5, CO3, CO4.