

01262

BBA IN RETAILING
Term-End Examination
June, 2016

BRL-015 : IT-APPLICATION IN RETAILING

Time : 2 hours

Maximum Marks : 50

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- Note :** (i) *Attempt any five questions.*
(ii) *All questions carry equal marks.*
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1. "No information system is complete without Database Management System (DBMS)". Elucidate. Also state the main uses of DBMS in different sectors. **6+4=10**

2. What challenges has the Management to face for running MMS in Retail ? Throw a light on future roadmap of MMS. **5+5=10**

3. What do you mean by Business Intelligence (BI) ? State the purposes for which retail BI can be used for. **3+7=10**

4. Define Store Execution System (SES). State various components of Store Execution System. **3+7=10**

5. Explain briefly the following terms used in retailing : 5x2=10
- (a) KPI
 - (b) RTGS
 - (c) LAN
 - (d) E - mail
 - (e) PC
6. Comment on **any two** of the following : 2x5=10
- (a) IT is playing a predominant role in the success of a retail store.
 - (b) Customer puts all the merchandise on the scanning table for Point-of-Sale (POS).
 - (c) Store Managers are more effective when they are out on the selling floor.
7. Distinguish between **any two** of the following : 2x5=10
- (a) Internet and Social Network
 - (b) Software Vs. Hardware
 - (c) Plastic Money and Currency
8. Write short notes on **any two** of the following :
- (a) Radio Frequency Identification (RFID) 2x5=10
 - (b) Merchandise Hierarchy
 - (c) Future of E - retailing
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