

**BACHELOR OF BUSINESS ADMINISTRATIVE
(RETAIL SERVICE) (BBARS)**

00783

Term - End Examination

December, 2013

BRS-014 : RETAIL INFORMATION TECHNOLOGY

Time : 2 hours

Maximum Marks : 50

Note : Attempt any five questions. All questions carry equal marks.

1. "Retailers who do not manage their IT landscape effectively will find that, in time, the IT systems become part of the problem rather than components of the solution." Elucidate the statement with the help of a suitable example. **10**
2. "IT has an opportunity to not only make a difference in today's challenging environment, but also to change aspects of how retailers understand and provide for their customers." Briefly Comment on the Statement. **10**
3. How the total cost of ownership of retail IT solutions involves a host of considerations ranging from initial purchase to minimizing obsolescence ? Explain with the help of a suitable example. **10**
4. How cloud-based solutions are already being used by a growing number of retailers to support their most important business functions, including the mission-critical point of sale ? Explicate with the help of an example. **10**

5. How retailing is evolving into a global and hi-tech business ? Elucidate with the help of an example. **10**
6. Explain the Following Acronym : **2.5x4=10**
- (a) RFID
 - (b) EFT
 - (c) GIS
 - (d) ERP
7. Briefly Comment on **any two** of the following : **10**
- (a) IT is even more valuable as a way to reach and understand customers and business partners.
 - (b) IT organizations must recruit and develop professionals differently
 - (c) If the data is bad, the effectiveness and efficiency of carrying out retail operations is hampered.
8. Write short notes on **any two** of the following : **10**
- (a) Business intelligence
 - (b) Technical infrastructure
 - (c) Cross channel communications in retail
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