BACHELOR OF BUSINESS ADMINISTRATION (RETAIL SERVICES) (BBARS)

Term-End Examination

December, 2013

BRS-024 : E - RETAILING

Time : 3 hours *Maximum Marks : 100*

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

1. (a) Explain electronic data interchange for real   **10**
         time applications in e-Retail.
    (b) What is batch processing system ? Explain   **10**
         it's significance.

2. (a) Explain the use of WAP technology in   **5**
         m-commerce.
    (b) What are the benefits of m-commerce ?   **5**
    (c) What are the characteristics of m-commerce ?   **5**
    (d) Briefly describe the key elements of the   **5**
         m-commerce value chain.

3. (a) Describe the major hardware devices used   **5**
         for mobile computing.
    (b) List the major software used for mobile   **5**
         computing.
    (c) What is mobile - wallet ?   **5**
    (d) Explain the working Principle of Digital   **5**
         signature.

4. (a) Describe the process of implementation of ERP in e-Retail environment. **10**

    (b) Explain the types of e-payment mechanisms. **10**

5. What are the basic infrastructure requirement in e-Retailing. Discuss them in brief. **20**

6. (a) What is Multiple organisation Access Control (MOAC) ? **10**

    (b) Classify different types of fire walls used in e-Retail. **10**

7. (a) Why digital certificate is essential in e-Retail ? **5**

    (b) Explain the significance of cyber laws in e-Retail. **10**

    (c) Describe the types of Real-time systems used in e-Retail business. **5**

8. (a) Explain Model based on transaction B2B, B2C, C2B and C2C with example in each cases. **12**

    (b) What are components required for e-Advertisement ? **8**

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