BRS-025

BACHELOR OF BUSINESS ADMINISTRATION (RETAIL SERVICES) (BBARS)

Term-End Examination

00365

December, 2014

BRS-025 : RETAIL BEHAVIOUR (PROCESSES AND FLOOR MANAGEMENT)

Time : 3 hours   *Maximum Marks : 100*

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

1. (a) "Retail Business processes are information processes." Explain. *10*

   (b) "Modern information technology thereby offers an extensive potential to support retail processes." Elucidate. *10*

2. (a) What do you mean by supply chain planning and execution in Retail ? *10*

   (b) What are the best practices and what are the pitfalls to avoid in retail IT ? *10*

3. (a) Which strategies and tactics work best to achieve short-term results and long-term excellence for the organisation – both process and IT ? **10**

   (b) How can retailers optimize inventory usage and sell-through ? **10**

4. "Competition is coming from very different angles : blurring segments, direct sales from manufacturers, growing e-commerce sales, new entrants, local niche merchants, and social commerce websites." Explain and elucidate with the help of a suitable example. **20**

5. Distinguish between any **two** of the following : **10+10=20**

   (a) Business intelligence and Mobile business intelligence

   (b) Retail Hardware and Retail Software

   (c) E-commerce and M-commerce

6. (a) "Customer focus and strategic target orientation is a commonly recognised approach for business process reengineering (BPR)." Explain and elucidate. **10**

   (b) Discuss the strategic decisions to reengineer a retail organisation. **10**

7. Briefly comment on any *two* of the following : *10+10=20*

   (a) Real-time business intelligence gives you an up-to-the-minute snapshot of your business.

   (b) Not everyone has invested in EPOS technology.

   (c) Shopfloor Management ensures the lean success.

8. Write short notes on any *two* of the following : *10+10=20*

   (a) E-catalogue

   (b) Human oriented conceptual design

   (c) SWOT analysis of Retail ERP systems

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