

BBA IN RETAILING
Term-End Examination
December, 2014

BRL-015 : IT-APPLICATION IN RETAILING

Time : 2 hours

Maximum Marks : 50

Note : *Attempt any five questions.*

1. What is loyalty management ? State the common features of retail loyalty. **3+7=10**

2. Describe the warehousing management system (functions) of MMS. **2+8=10**

3. Define Visual Merchandising and explain the types of visual merchandising displays. **3+7=10**

4. What do you mean by Digital Commerce ? Discuss certain challenges for adoption of Digital Commerce in India. **3+7=10**

5. Explain briefly the following terms used in retailing. **5x2=10**
 - Credit card
 - Proforma Budget
 - Electronic Fund Transfer
 - POS
 - LAN Network

6. Comment on **any two** of the following : **2x5=10**
- (a) Network terminal must have a unique address.
 - (b) Right product at the right place and at the right time constantly drives the supply chain engine.
 - (c) IT has revolutionised the retail sector.
7. Distinguish between **any two** of the following : **2x5=10**
- (a) Manual Purchase Order and Automatic Purchase Order
 - (b) Fixed Cost and Variable Cost in Computer
 - (c) Signage and Digital Signage
8. Write short notes on **any two** of the following : **2x5=10**
- (a) Campaign Management
 - (b) Retail KPI
 - (c) Future of E-Retailing
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