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**BACHELOR OF BUSINESS ADMINISTRATION
(RETAIL SERVICES) (BBARS)**

Term-End Examination

December, 2015

BRS-014 : RETAIL INFORMATION TECHNOLOGY

Time : 3 hours

Maximum Marks : 100

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

1. What do you mean by data quality analysis ? 20
What is big data governance mean to retail organization ?
2. (a) How Mobile encryption helpful to reduce security and compliance risks ? 10+10=20
(b) What is an ERP ? How will it be helpful in retailing ?
3. E-tailing has resulted in the development of e-tailware - software tools for creating online catalogs and managing the business connected with doing e-tailing. Explain and elucidate with the help of a suitable example. 20
4. (a) What do you understand by the term "hand held device"? 10+10=20
(b) What is retail management information system ?

5. Distinguish between **any two** of the following :
- (a) Retail Hardware and Retail Software **10+10=20**
 - (b) E-commerce and M-commerce
 - (c) Signature and Digital Signature
6. Explain the following Acronym : **4x5=20**
- (a) RFID
 - (b) VICS
 - (c) CPFR
 - (d) GDSN
7. Briefly comment on **any two** of the following :
- (a) Retailers need technology to increase both back-office efficiencies and customer convenience. **10+10=20**
 - (b) Real-time business intelligence gives you an up-to-the minute snapshot of your business.
 - (c) Not everyone has invested in EPOS technology.
8. Write short notes on **any two** of the following :
- (a) Encryption-based system **10+10=20**
 - (b) E-payment mechanism
 - (c) Point-of-sale
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