

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

Term-End Examination

December, 2015

BRS-024 : E-RETAILING

Time : 3 hours

Maximum Marks : 100

Note : (i) Attempt *any five* questions.
(ii) *All* questions carry *equal* marks.

1. Define E-Retailing and its scope in Indian Market. 20
Explain its limitations with respect to the customers and business owners.
2. As a Retail Manager, what strategic decision, you 20
would take in developing E-Commerce Model of the existing business setup ? Discuss your answer considering an example of Brick and Click Model.
3. (a) Define Database Management System and 10+10=20
state its uses in retailing.
(b) What is Electronic Fund Transfer (EFT) ?
State some of the challenges involved in EFT.
4. Explain following terms with suitable diagram 4x5=20
and example :
 - (a) Web-Server Architecture
 - (b) Firewall
 - (c) Client-Server Architecture
 - (d) E-Payment Mechanism

5. Distinguish between the following : 10+10=20
(a) M-Commerce and E-Commerce
(b) Brick & Martar and Brick & Click Model
6. Explain the concept of Electronic Date Interchange (EDI). How is it different from Electronic Data Processing (EDP) ? 20
7. (a) What are the various properties of money transfer that are addressed by ACID Test and ICES Test ?
(b) What is Enterprise Resource Planning ? What are its advantages ? 10+10=20
8. Write short notes on **any four** of the following : 4x5=20
(a) Cyber Law
(b) Cryptography
(c) C2B Model
(d) Multiple Organisation Access Control (MOAC)
(e) Extranet
(f) Batch Processing System
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