

BBA IN RETAILING
Term-End Examination
December, 2015

BRL-015 : IT-APPLICATION IN RETAILING

Time : 2 hours

Maximum Marks : 50

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

1. Explain the major applications of Information Technology in retail business. **10**
2. What are retail operation challenges. Elaborately explain these challenges. **10**
3. What do you mean by Social CRM ? Differentiate between CRM and Social CRM. **3, 7**
4. What do you mean by campaign management ? How does interactive marketing campaign management work ? **3, 7**
5. Explain briefly the following terms used in retailing : **2x5=10**

POS	Life Style	MMS
ERP	Key Board	

6. Briefly comment on **any two** of the following : **5x2=10**
- (a) Information Technology has changed the total life style of most of the people.
 - (b) Telecommunication in the exchange of information.
 - (c) Complexity of a planogram may vary by the size of the store.
7. Distinguish between **any two** of the following : **5x2=10**
- (a) Digital signage and signage.
 - (b) Multi channel analytics and cross channel analytics.
 - (c) Plastic money and Money.
8. Write short notes on **any two** of the following : **5x2=10**
- (a) Bar code
 - (b) Legacy system
 - (c) Visual merchandising display.
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