| BRL-015 |

BBA IN RETAILING

Term-End Examination

December, 2017

BRL-015 : IT-APPLICATION IN RETAILING

00599

Time : 2 hours   *Maximum Marks : 50*

Note : (i) *Attempt any five questions.*

(ii) *All questions carry equal marks.*

1.   What is Planogram ?   How can you prepare and   **3,7**
     maintain a Planogram ?

2.   (a)   Define Database Management System   **6,4**
           (DBMS). Discuss its use in various retail
           sectors.
     (b)   Describe the features of Retail M/S.

3.   What do you mean by Radio Frequency   **3,7**
     Identification (RFID) ? State the functions of RFID
     based smart visual merchandising.

4.   What are the various obstacles to effective retail   **10**
     reporting ? Explain.

5.   Explain briefly the following term used in
     retailing :   **2x5=10**
     (a)   Online wallet
     (b)   Logistics
     (c)   Electronic Fund Transfer
     (d)   POS
     (e)   Business Intelligence (BI)

6. Explain the features of Retail Loyalty program 10
   with suitable examples.

7. Distinguish between **any two** of the following : 5,5
   (a) Website a App based E-commerce
   (b) CRM and Social CRM
   (c) Retailing and E-tailing
   (d) Application software and System software

8. Write short notes on **any two** of the following : 5,5
   (a) Mobile Alert
   (b) Enterprise Network
   (c) Retail Forecasting
   (d) Web Analytics

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