

BBA IN RETAILING
Term-End Examination
December, 2018

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. Discuss the concept of e-tailing. Describe the components of e-tailing. 5+5=10
2. Briefly explain the Store Execution System (SES). Discuss the major components of Store Execution System. 3+7=10
3. "Loyalty is considered as a positive belief." Elaborate. Discuss the major types of monetary and non-monetary loyalty programmes. 3+7=10
4. Discuss the POS software and hardware. What role does POS software play in modern retail ? 2+8=10
5. Explain briefly the following terms used in retailing : 5x2=10
 - (a) BI (Business Intelligence)
 - (b) ROI (Return On Investment)
 - (c) MMS (Merchandise Management System)
 - (d) ERP (Enterprise Resource Planning)
 - (e) SKU code

6. Comment on **any two** of the following statements : **2x5=10**
- (a) 'Retailers are at the mercy of underperforming technology, ever-changing IT trends and a complex infrastructure at an organizational level'.
 - (b) 'Competition in the retail sector is fierce and technology is on the front line of service delivery.'
 - (c) 'Investment in back-office technology, is essential if a retailer has to retain his customer base.'
7. Distinguish between **any two** of the following : **2x5=10**
- (a) Mobile application and web application in retailing
 - (b) Product hierarchy and Location hierarchy
 - (c) Signature and Digital signage
8. Write short notes on **any two** of the following : **2x5=10**
- (a) 'Brick-and-Mortar Retailing'
 - (b) Web store
 - (c) Customer Analytics
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