

BBA IN RETAILING
Term-End Examination
December, 2021

BRL-015 : IT APPLICATION IN RETAILING

Time : 2 hours

Maximum Marks : 50

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

1. Define 'Database Management System' (DBMS) and state its uses in retailing. 5+5=10

2. "Business Intelligence (BI) is a tool to fulfill promises to customers." Discuss the statement with examples. 10

3. What do you mean by campaign management ? How does interactive marketing campaign management work ? 3+7=10

4. What do you mean by Radio Frequency Identification (RFID) ? State the functions of RFID based smart visual merchandising. 4+6=10

5. Explain briefly the following terms used in retailing : $5 \times 2 = 10$
- (a) MMS
 - (b) LAN
 - (c) E-mail
 - (d) Machine Learning
 - (e) Shopping Cart
6. Write short notes on the following : $5 \times 2 = 10$
- (a) Fund Transfer
 - (b) Digital Commerce
 - (c) Point-of-Sale
 - (d) Visual Merchandising
 - (e) E-tailing
7. Briefly comment on any **two** of the following : $5 + 5 = 10$
- (a) Digital technology makes the shopping experience more interactive.
 - (b) Retailers are the final link in the supply chain.
 - (c) Online stores and the web are also impacting traditional retail business.
8. Distinguish between the following : $5 + 5 = 10$
- (a) M-commerce and E-commerce
 - (b) E-wallet and Plastic money