

**BBA IN RETAILING (BBARL)**

**Term-End Examination**

**December, 2022**

**BRL-015 : IT APPLICATION IN RETAILING**

*Time : 2 hours*

*Maximum Marks : 50*

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

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1. "IT Retail Services focus on achieving higher efficiency in business operations and creating truly customer-centric experience for digital and physical sales channels." Justify the statement with the help of a suitable example. 10
  
2. What do you mean by Point-of-Sale (PoS) ? Explain the role of PoS system in a modern retail store. 3+7
  
3. What is e-tailing ? Explain the components of e-tailing. 3+7
  
4. Explain Integrated Retail Execution System (IRES). Describe the components of Store Execution System. 3+7

5. Distinguish between any **two** of the following : 5+5
- (a) Mobile-based Application and Web-based Application in Retail
  - (b) Signature and Digital Signage
  - (c) Automatic Purchase Order and Manual Purchase Order
6. Write short notes on any **two** of the following : 5+5
- (a) Social Networking
  - (b) Warehouse Management System
  - (c) Customer Relationship Management (CRM)
7. Briefly comment on the following : 5+5
- (a) Bar coding is an automatic identification technology that allows data to be collected rapidly and accurately from all aspects.
  - (b) Touch screen in retail environments increases sales and enriches shopping experience.
8. Explain the following terminology used as an abbreviation : 5×2
- (a) B2B
  - (b) NEFT
  - (c) ICT
  - (d) KPI
  - (e) COD