BRL-015

BBA IN RETAILING

00031

Term-End Examination

June, 2012

BRL-015 : IT-ENABLED RETAILING

Time : 2 hours   *Maximum Marks : 50*

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

1. "Information system is a combination of   **10**
    computer, technology and other components".
    Justify this statement with the help of a suitable
    example.

2. Define database management system (DBMS) and
    state its uses in retailing.   **5+5=10**

3. What is Digital Signage ? What are the benefits
    of Digital Signage ?   **3+7=10**

4. What do you mean by Point-Of-Sale (POS)?
    Explain the role of POS System in a modern retail
    store.   **3+7=10**

5. Explain briefly the following terms used in retailing :   2½x4=10
    (a) Pro-Forma Budget
    (b) Cross-selling
    (c) Perpetual stock taking
    (d) Credit Card

6. Comment on *any two* of the following statements.
                                                 5x2=10
    (a) Investment in Information technology can solve the problem by collecting the large volumes data.
    (b) Merchandise Management System simplifies the ordering, storing and transferring of goods in retail stores.
    (c) Bar coding system is used for checking and controlling inventory at retail store.

7. Distinguish between *any two* of the following : 5x2=10
    (a) Internet and Intranet
    (b) Commerce and E-Commerce
    (c) Data and Information.

8. Write short notes on *any two* of the following : 5x2=10
    (a) Network Deployment
    (b) Web Store
    (c) Return On Investment (ROI)