

BBA IN RETAILING

Term-End Examination

June, 2013

BRL-015 : IT-APPLICATION IN RETAILING

Time : 2 hours

Maximum Marks : 50

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

1. What do you mean by Campaign Management ? 10
Do Technology play any role in interactive campaign management ?

2. What is Information Technology ? What is its 5+5
application in retail ?

3. What do you mean Merchandise Management 3+7
System (MMS) ? Discuss the challenges for
running MMS in retail business.

4. What do you mean by Integrated retail Execution 3+7
System ? Describe the components of Store
Execution System ?

5. Explain briefly the following terms used in retailing. 2x5=10

| | | |
|----------------------|-------------------|-----------------|
| • Telecommunications | • Payment Gateway | • Plastic Money |
| • Web Analytics | • Data Warehouse | |

6. Comment on **any two** of the followings : 5x2=10

- (a) Technology is a tool that reduces the human effort.
- (b) POS software is a next generation Online retail solutions.
- (c) Retail Business Intelligence Methodology.

7. Distinguish Between **any two** of the followings : 5x2=10

- (a) Automatic Purchase Order and Manual purchase order
- (b) E-Commerce and M-Commerce
- (c) CRM and Social CRM

8. Write short notes on **any two** of the followings : 5x2=10

- (a) Social Networking
- (b) Loyalty Management
- (c) Warehouse Management System (WMS)
