

**BBA IN RETAILING**  
**Term-End Examination**  
**June, 2018**

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

*Time : 2 hours*

*Maximum Marks : 50*

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*Note : (i) Attempt any five questions.*

*(ii) All questions carry equal marks.*

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1. Briefly describe the main technologies used by the retailers in organised retailing. 10
2. Explain the concept of social CRM. How does social CRM differ from the traditional CRM ? 5+5=10
3. Explain the term "Key Performance Indicators". What are the different types of big analytics in retail ? 3+7=10
4. How does Merchandise Management System (MMS) support and control the technology-enabled information system ? 10
5. Briefly explain the following terms used in retailing : 5x2=10
  - (a) SES (Store Execution System)
  - (b) COD (Cash On Delivery)
  - (c) M-App (Mobile App)
  - (d) B2C
  - (e) WLAN

6. Comment on any two of the following statements : **2x5=10**
- (a) 'The implementation of IT in retailing mainly depends on the resources of retail enterprises and customer willingness to use innovative solutions'.
  - (b) 'IT does not only improve the processes in the enterprise, but also affects the business relationship with the customers in retail'.
  - (c) 'The Retailers are under pressure to keep up with growing consumer expectations and to deliver better shopping experience'.
7. Distinguish between any two of the following : **2x5=10**
- (a) Hypermarket and Supermarket
  - (b) Automation and Customization
  - (c) Retailing and e-tailing
8. Write short notes on any two of the following : **2x5=10**
- (a) Social networking presence
  - (b) ICT-enabled retailing strategies
  - (c) Online Payment
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