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BRL-015

**B. B. A. IN RETAILING
(BBARL)
Term-End Examination
June, 2023**

BRL-015 : IT APPLICATION IN RETAIL

Time : 2 Hours

Maximum Marks : 50

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

(ii) All questions carry equal marks.

1. Why is information system considered important in retail business ? State its advantages. 6+4
2. What do you mean by Merchandise Management System (MMS) ? Discuss the challenges for running and maintaining MMS in a retail store. 5+5
3. What do you mean by Customer Relationship Management (CRM) ? Discuss the benefits and considerations of implementing a CRM system in case of Retail Setting. 4+6
4. What do you mean by campaign management ? How does interactive marketing campaign management work ? 3+7

P. T. O.

5. Explain briefly the following terms used in retailing : $5 \times 2 = 10$
- (a) IP Address
 - (b) RFID
 - (c) Digital Signature
 - (d) Debit Card
 - (e) M-Commerce
6. Comment on any *two* of the following : $5 \times 2 = 10$
- (a) BI is a tool of fulfilling promises to customers.
 - (b) Companies use inventory management software to avoid product overstock and outages.
 - (c) Today's POS systems engage with shoppers and retailers from marketing and customer service to inventory management and pricing.
7. Distinguish between any *two* of the following : $5 \times 2 = 10$
- (a) Mobile Phone and Landline Phone
 - (b) Shopper and E-Shopper
 - (c) Signage and Digital Signage
8. Write short notes on any *two* of the following : $5 \times 2 = 10$
- (a) Security Logs
 - (b) Touch Screen
 - (c) Bar Code