

No. of Printed Pages : 2

BRL-015

B. B. A. IN RETAILING

(BBARL)

Term-End Examination

June, 2024

BRL-015 : IT-APPLICATION IN RETAILING

Time : 2 Hours

Maximum Marks : 50

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

(ii) *All questions carry equal marks.*

1. (a) What is e-retailing ? Discuss its components. 5
- (b) Describe multichannel retailing with examples. 5
2. Discuss the various models of Online Retailing. Give examples. 10
3. What is retail forecasting ? Discuss the components of retail forecasting. 4+6

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4. What is meant by Signage ? How is digital signage project implemented ? Give examples.
3+7
5. What is Loyalty Management in Retail ? Discuss features of retail loyalty programme.
3+7
6. What do you mean by CRM ? Explain the trend in retail CRM system.
3+7
7. Discuss the concept of Store Operation. Enumerate *five* main components of store execution system.
5+5
8. POS system consists of two components—software and hardware. What guidelines can be kept in mind at the time of buying software and hardware components ? Discuss. 10

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