

BBA IN RETAILING

Term-End Examination

December, 2012

BRL-015 : IT-APPLICATION IN RETAILING

Time : 2 hours

Maximum Marks : 50

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

1. Why is information system considered important in retail business ? State its advantages. 3+7=10

2. What do you mean by MMS ? What are the challenges for running and maintaining MMS in a Retail store ? 2+8=10

3. What do you mean by Digital Commerce ? Explain the challenges for adoption of Digital Commerce in India. 3+7=10

4. What is Electronic retailing (e-tailing) ? How would you Integrate Brick and Mortar with E-Retailing ? 3+7=10

5. Explain briefly the following terms used in retailing : $2\frac{1}{2}\times 4=10$
- (a) Liquid Crystal Displays (LCD)
 - (b) Logistics Partner
 - (c) Security Logs
 - (d) Net banking
6. Comment on *any two* of the following statements : $5\times 2=10$
- (a) Multiple parties (manufactures, distributors, retailers and consumers) involved in the supply chain make the Buying and selling process highly complex.
 - (b) Managing technology is not a retailer's expertise.
 - (c) RFID tags are an improvement over bar codes.
7. Distinguish between *any two* of the following : $5\times 2=10$
- (a) M-commerce and E - Commerce.
 - (b) Software and Hardware used in Retailing.
 - (c) Mail and E-Mail.
8. Write short notes on *any two* of the following : $5\times 2=10$
- (a) Point-Of-Sale (POS)
 - (b) Planogram
 - (c) Magic Mirror