

**BACHELOR OF BUSINESS ADMINISTRATION  
(RETAIL SERVICES) (BBARS)**

**Term-End Examination**

00225

**December, 2014**

**BRS-014 : RETAIL INFORMATION TECHNOLOGY**

*Time : 2 hours*

*Maximum Marks : 50*

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

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1. While visiting any of the retail stores or malls and buying some products and putting it in a shopping basket, share your experience, w.r.t., billing and generating receipts by the customer support executives. You are required to discuss the drawbacks and advantageous part of the billing system. 20
  
2. "Competition is coming from very different angles : blurring segments, direct sales from manufacturers, growing e-commerce sales, new entrants, local niche merchants, and social commerce websites." Explain and elucidate this statement with the help of a suitable example. 20

3. (a) What is retail management information system ? What is its scope ? 10
- (b) Which IT investments will deliver better ROI along customer-centric strategies ? 10
4. (a) “ERP systems comprise of different modules such as order entry, purchase, sales, finance, inventory management, DRP (Distribution Resource Planning) and human resources.” Explain and elucidate this statement with the help of a suitable example. 10
- (b) Who are the major retail ERP vendors and what are their products ? 10
5. Distinguish between any *two* the following :  $10+10=20$
- (a) Business intelligence and Mobile business intelligence
- (b) Retail hardware and Retail software
- (c) E-commerce and M-commerce
6. (a) Which strategies and tactics work best to achieve short-term results and long-term excellence for the organisation – both process and IT ? 10
- (b) How can retailers optimise inventory usage and sell-through ? 10

7. Briefly comment on any **two** of the following: *10+10=20*

- (a) Business doesn't begin and end with retail.
- (b) Twitter, Facebook and blogs of all kinds are prepared with information on new products and services.
- (c) Retailers need technology to increase both back-office efficiencies and customer convenience.

8. Write short notes on any **two** of the following: *10+10=20*

- (a) Digital Signature
  - (b) Point-of-sale
  - (c) Mobile OS
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