

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

Term-End Examination

00175

December, 2014

BRS-024 : E-RETAILING

Time : 3 hours

Maximum Marks : 100

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

1. "Electronic commerce, also known as e-business, is a term for all kinds of businesses that are established electronically, especially over the Internet." Explain and elucidate this statement with the help of an example. 20

2. What do you mean by data quality analysis ?
What does big data governance mean to the retail organisation ? 20

3. (a) What do you understand by the term "hand held device" ? 10
(b) What do you mean by digital certificates ? 10

4. (a) What are the mechanisms to protect private networks from outside attack? 10
(b) How does Internet affect the Supply chain? 10
5. Distinguish between any *two* of the following: 10+10=20
(a) ERP and CRM
(b) Commerce and E-commerce
(c) B2B and B2C
6. Explain the following acronyms: 4×5=20
(a) RFID
(b) VICS
(c) CPFR
(d) GDSN
7. Briefly comment on the following: 10+10=20
(a) A new trend is the price comparison site that can quickly compare prices from a number of different e-tailers.
(b) Retailers must understand shopper motivations.
8. Write short notes on any *two* of the following: 10+10=20
(a) Secret-key encryption
(b) Electronic cash
(c) Firewall
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