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**BRL-015**

**B. B. A. IN RETAILING (BBARL)**

**Term-End Examination**

**December, 2023**

**BRL-015 : IT APPLICATIONS IN RETAIL**

*Time : 2 Hours*

*Maximum Marks : 50*

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

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1. What are retail operation challenges ? Elaborately explain these challenges. 10
2. What is loyalty management ? State the common features of retail loyalty programme. 3+7
3. Define Visual Merchandising. Explain the types of visual merchandising displays with examples. 3+7
4. What do you mean by Social CRM ? Differentiate between CRM and Social CRM with examples. 4+6
5. Explain briefly the following terms used in retailing : 5×2=10  
(a) Credit Card

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- (b) Proforma Budget
  - (c) Digital Signature
  - (d) KPI
  - (e) LAN Network
6. Comment on any *two* of the following :  $5 \times 2 = 10$
- (a) RFID tags are an improvement over bar codes.
  - (b) Complexity of a planogram may vary by the size of the store.
  - (c) Information Technology has changed the total life style of most of the people.
7. Distinguish between any *two* of the following :  
 $5 \times 2 = 10$
- (a) Magnetic Stripe Reader and Fingerprint Reader
  - (b) Manual Purchase Order and Automatic Purchase Order
  - (c) Fixed Cost and Variable Cost in Computer
8. Write short notes on any *two* of the following :  
 $5 \times 2 = 10$
- (a) Electronic Data Capture (EDC)
  - (b) Product Catalogue
  - (c) Business Intelligence

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