BRS-014

BACHELOR OF BUSINESS ADMINISTRATIVE (RETAIL SERVICE)

Term-End Examination

June, 2012

BRS-014 : RETAIL INFORMATION TECHNOLOGY

Time : 2 hours   *Maximum Marks : 50*

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

1. (a)   Explain the statement 'Most customers   10
          believe that they are guaranteed of the
          correct price if the retailer uses Bar Codes'.

    (b)   Explain how Enterprise Collaboration
          System (ECS) can become a cross-functional
          information   system   that   enhance
          communication,   co-ordination   and
          collaboration ?

2. Explain the following :   10
    (a)   Real time Management
    (b)   Inventory Management in Retail
    (c)   Managing marketing initiatives
    (d)   Information consistency

3. Explain the following :   10
    (a)   Online Transaction Processing System (OLTP).
    (b)   Database Maintenance.

4. Explain the following terms with the help of an 10
example :
   (a) ERP System
   (b) Point-of-Sale (POS)

5. Explain the following terms used as an Electronic
Communication tools. **2.5x4=10**
   (a) E-mail
   (b) Voice mail
   (c) Bulletin board system
   (d) Internet phone system

6. (a) Why is 'Plastic money' so called ? 10
   (b) "The term interactive Marketing has been
   coined to describe a customer focused
   marketing process that uses internet,
   intranets and extranets." Explain the above
   statement.

7. Briefly comment on *any two* of the following : 10
   (a) Each credit card has a signature panel.
   (b) Cash creates a security issues.
   (c) Bar Code Scanning is pretty accurate as it is.

8. Write short notes on *any two* of the following : 10
   (a) New Age Payment Mechanism
   (b) SMS based Payment
   (c) Electronic Transfer