

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

Term - End Examination

June, 2013

BRS-014 : RETAIL INFORMATION TECHNOLOGY

Time : 2 hours

Maximum Marks : 50

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

1. While there are systems that talk about near 100 hundred percent accuracy, no one talks about actually achieving hundred percent accuracy. Why ? 10

2. Explain the following : 4x2.5=10
 - (a) Data mining
 - (b) Supply Chain Management (SCM)
 - (c) CRM
 - (d) Designing Product Portfolio

3. Explain and elucidate the following statement. 5+5=10
 - (a) Target marketing has become an important tool in developing advertising and promotion strategies to strengthen a company's e-commerce initiatives.
 - (b) Web marketing efforts can be aimed only at specific type or classes of people.

4. Explain the following term with the help of an example. 5+5=10
- (a) Bar Code
 - (b) RFID
5. (a) Why are the five parties involved in any credit card transaction ? 5+5=10
- (b) Explain how sales people use their, PCs to record sales data as they make their calls on customers.
6. Briefly comment on the following : 10
- (a) An ERP implementation is line the corporate equivalent of a brain transplant.
 - (b) CRM uses IT to create a cross-functional enterprises system that integrates and automates many of the customer serving process.
7. (a) Explain how the credit card fraud is a big threat to the retail industry. 10
- (b) What are the advantages of buying goods in cash ?
8. Write short notes on *any two* of the following : 10
- (a) E-cheques
 - (b) Mobile Phone Payment
 - (c) ERP System in Retail