

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

Term - End Examination

June, 2014

00444

BRS-014 : RETAIL INFORMATION TECHNOLOGY

Time : 2 hours

Maximum Marks : 50

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

1. "Merchandizing systems impact top - line revenues and need to be configured, customized and managed effectively for the retailer to improve its top line". Elucidate the statement with the help of a suitable example. 10
2. "The retail business in India is moving from unorganized and family owned business to organized one that follows corporate management". Elucidate the statement with the help of a suitable example. 10
3. Explain the following : 10
 - (a) Web - Based Point of Sale Software
 - (b) Store Operations Application Management
4. What do you mean by E - retail ? Explain certain advantages and disadvantages of E - retail in an Indian Scenario. 10

5. Why Leading Retailers Use Traffic Data for Workforce Management ? Discuss with the help of a suitable example. 10
6. Explain the following Acronym : 2.5x4=10
- (a) GPS
 - (b) EPOS
 - (c) OLTP
 - (d) CRM
7. Briefly comment on **any two** of the following : 10
- (a) The importance of smart IT investment also emerged as a priority.
 - (b) "Smart retailing" supported by hi - tech mobile devices will enhance operating efficiency and effectiveness.
 - (c) The more "specific" a software solution becomes for an individual business, the less scalable it becomes for other businesses.
8. Write short notes on **any two** of the following : 10
- (a) Store Inventory Systems
 - (b) Retail Information Technology Security
 - (c) POS Hardware and Software
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