

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

00024

Term-End Examination

June, 2014

BRS-024 : E - RETAILING

Time : 3 hours

Maximum Marks : 100

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

1. "E-tailing has resulted in the development of e-tailware -- software tools for creating online catalogs and managing the business connected with doing e-tailing". Explain and elucidate with the help of a suitable example. **20**
2. (a) How Mobile encryption helpful to reduce security and compliance risks ? **10+10**
(b) What is an ERP ? How it will helpful in retailing ?
3. What do you mean by CRM ? How the use of customer relationship management helpful in e-tailing ? **20**
4. What do you mean by supply chain management ? **20**
How supply chain execution functions and what are its framework ?

5. Distinguish between **any two** of the following : **10+10**
- (a) Intranet and Extranet
 - (b) Signature and digital signature
 - (c) C2B and C2C
6. Explain the following Acronym : **4x5=20**
- (a) SMTP
 - (b) DNS
 - (c) POS
 - (d) EFT
7. Briefly comment on **any two** of the following : **10+10**
- (a) Retailers looking to enhance sales by selling online.
 - (b) Online retailers planning to improve various aspects of their retail offerings.
 - (c) Entrepreneurs venturing into online retail formats.
8. Write short notes on **any two** of the following : **10+10**
- (a) Biometrics
 - (b) Encryption-based system
 - (c) E-payment mechanism
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