BRS-025

BACHELOR OF BUSINESS ADMINISTRATION (RETAIL SERVICES) (BBARS)

Term-End Examination

June, 2014

BRS-025 : RETAIL BEHAVIOUR (PROCESSES AND FLOOR MANAGEMENT)

Time : 3 hours   *Maximum Marks : 100*

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

1. Share your experience w.r.t. billing and generating **20** receipts by the customer support executives, while visiting any of the retail store or mall and buy some products and put it in a shopping basket.

2. (a) "ERP systems comprise of different modules such as order entry, purchase, sales, finances, inventory management, DRP (Distribution Resource Planning) and human resources". Explain and Elucidate with the help of a suitable example. **10+10**
   (b) Who are the Major Retail ERP Vendors and what are their Products ?

3. (a) "When you purchase POS software, realize that you're not necessarily buying a product" ? Explain. **10+10**
   (b) Which IT investments will deliver better ROI along customer - centric strategies ?

4. Why is information system important in retail **20**
business ? Discuss the benefits of information
system in retail.

5. Distinguish between the following : **10+10**
   (a) Customer service and supplier service
   (b) Implementation Vs visualization concept of
       a shop floor management

6. (a) Information technology thereby forms the
       back-bone of retail process organization,
       whereas human resources are a source of
       flexibility. Explain. **10+10**
   (b) Shop floor management safeguards lean
       success and with it a new corporate culture.
       Discuss.

7. Briefly comment on **any two** of the following : **10+10**
   (a) Business doesn't begin and end with retail.
   (b) As part of his responsibilities an employee
       deals with activities of several business
       processes of different characteristics at the
       same time.
   (c) Retailers need technology to increase both
       back-office efficiencies and customer
       convenience.

8. Write short notes on **any two** of the following : **10+10**
   (a) Digital signature
   (b) Point-of-sale
   (c) Mobile OS