

00470

**BBA IN RETAILING**  
**Term-End Examination**  
**June, 2014**

**BRL-015 : IT-APPLICATION IN RETAILING**

*Time : 2 hours*

*Maximum Marks : 50*

**Note :** *Attempt any five questions.*

1. Why is information system important in retail business ? Discuss the benefits of information system in retail. 3+7=10
  
2. What is Electronic Retailing (E-Retailing) ? How would you integrate Brick and Mortar with E-Retailing ? 3+7=10
  
3. What are the various obstacles to effective retail reporting ? Explain. 10
  
4. What do you mean by POS Architecture ? Explain various interfaces used in POS system. 2+8=10
  
5. Explain briefly the following terms used in retailing : 2x5=10

• IP Address	• RFID	• Electronic Data Capture
• Delivery Schedule	• Payment Gateway	

6. Briefly comment on **any two** of the following :  $5 \times 2 = 10$
- (a) Electronic Payment System change the mindset of customer.
  - (b) Business Intelligence is a tool to fulfill promises of a customer.
  - (c) Telecommunication is the exchange of information over significant distances.
7. Distinguish between **any two** of the following :  $5 \times 2 = 10$
- (a) Shopper and E-Shopper
  - (b) CRM and Social CRM
  - (c) Commerce and E-Commerce
8. Write short notes on **any two** of the following :  $5 \times 2 = 10$
- (a) Stock Register
  - (b) EDC Terminal
  - (c) Retail operation challenges
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